CONTINUING AUDIT

OF

MARQUEE VALUES

NUMBER 8

OCTOBER, 1941

AUDIENCE RESEARCH INSTITUTE
PRINCETON

HIGHLIGHTS

October, 1941

Abbott & Costello, included for the first time, emerge 10th.

★

Jean Arthur resumes downward trend.

★

Fred Astaire recovers slightly following YOU'LL NEVER GET RICH.

★

Lucille Ball ranks 144th.

★

Jack Benny shows marked gain after CHARLEY'S AUNT.

★

Humphrey Bogart's steady climb levels off.

★

Joan Crawford holds the gain she registered following A WOMAN'S FACE.

★

Bing Crosby continues to decline.

★

Robert Cummings ranks 150th.

★

Marlene Dietrich ranks 111th.

★

Deanna Durbin continues to decline.

★

Errol Flynn recovers with DIVE BOMBER.

★

Joan Fontaine ranks 134th.

★

Greer Garson shows marked gain.

★

Betty Grable continues to rise at rapid rate, now ranks 46th.

Rita Hayworth, included for the first time, emerges 77th.

★

Sonja Henie recovers part of her former marquee value following SUN VALLEY SERENADE.

★

Katharine Hepburn almost back where she was before PHILADELPHIA STORY.

★

Bob Hope's meteoric rise levels off.

★

Priscilla Lane continues to fall.

★

Robert Montgomery gains 9 points and 23 places.

★

George Murphy ranks 118th.

★

Jack Oakie included for the first time emerges 77th.

★

Merle Oberon ranks 124th.

★

Ginger Rogers continues to decline from her post-Foyle peak.

★

Anne Shirley ranks 129th.

★

Barbara Stanwyck continues to rise.

★

James Stewart's marquee value is falling fast.

★

Spencer Tracy still top, but DR. JEKYLL failed to arrest his decline.

★

Lana Turner gains 6 points and is now 45th.

★

John Wayne ranks 123rd.

★

Orson Welles, now 57th, higher than Laughton, Brent, Milland, etc.

HOW THIS AUDIT WAS CONDUCTED

The Institute's Continuing Audit of Marquee Values is a sampling referendum in which the persons interviewed represent an accurate cross-section of the total U. S. theatergoing public.

The number of interviews obtained from men and from women, from each age-group, from each income level, from each geographical region and from each size of community is in exact proportion to the contribution of these segments of the total population to the box-office dollar.

Some producers argue that *box-office figures* provide an adequate index of marquee values. Unfortunately, however, box-office figures do not isolate the contribution of all the different elements involved in a picture's failure or success.

Other producers rely on *fan mail* to guide them in their estimates of personality values. But writing fan letters to movie stars is not the normal habit of the average American, and those who indulge in it do not represent a cross-section of the theatergoing public.* Furthermore, there are some personality *types* which attract more fan mail than others. For these reasons, it would be dangerous to place undue reliance on fan mail as an index of marquee values.

Then there are those authorities whose estimates of personality values are influenced by the volatile thermometer of Hollywood gossip, by the eloquence of powerful talent agents, by personal acquaintance with the star and by other factors, none of which bears any relation to the realities of public demand.

II

The Institute's Continuing Audit provides the most realistic source of information on marquee values. It is believed that this Audit is unique for the following reasons:

1) *It is the only study in which the people questioned represent an accurate cross-section of the actual theatergoing*

*See HOLLYWOOD, by Leo C. Rosten, page 409 ff., for an analysis of fan mail by age, sex and geographical distribution. Rosten found that about 90 per cent of all fan letters came from persons under 21; between 85 and 90 per cent came from girls.

public. In technical language, the Institute's audit is a "sampling referendum." The results obtained represent the opinions of the entire theatergoing public.

2) *Our results are obtained by personal interview instead of by mailed questionnaires.* The star polls conducted by newspapers rely on ballots mailed in by readers. They have been found to draw the bulk of their votes from groups which do not in any way represent a cross-section of the theatergoing public. Furthermore, these newspaper polls are subject to uncontrolled ballot-stuffing. It was no surprise when the most famous of all newspaper polls (that conducted by the New York DAILY NEWS for the "King and Queen of the Movies") was finally obliged to commit suicide, after placing Sonja Henie in second place and Richard Green in ninth.

3) *The questions upon which our Continuing Audit is based are entirely different from those used in previous attempts to measure personality values.* Seventeen experimental studies were carried out by the Institute, and many research procedures were tried and discarded before one was evolved which would uncover the true facts about theatergoers' preferences. No comparable research has been conducted elsewhere into the methodology of this particular problem.

For example, in framing our questions, what *words* were we to use? The average American calls a motion picture personality a 'movie star'. But we could not use this phrase because it inflates the vote for the glamorous prototypes such as Gable, Garbo, Crawford and Dietrich, and fails to bring out the true vote for personalities who are not thought of primarily as 'movie stars'—Jack Benny, Bing Crosby, etc. It also fails to bring out the vote for the heavies, and the comedians—Wallace Beery, Pat O'Brien, Abbott & Costello, W. C. Fields, etc. So we could not use the phrase 'movie star'. That was *one* of the problems.

Then there was the factor of *memory.* If you ask, "Who are your favorite movie stars?" there is an unfortunate tendency to name those who, by reason of recent publicity, come first to the mind. So we could not rely on spontaneous mention. A 'roster' had to be used.

Most important of all was the general problem of *definition.* What were we measuring? Were we measuring the *degree* to which John Q. Citizen likes Ginger Rogers? Were we measuring something vague and nebulous like the 'popularity' of Ginger Rogers? No. *We had to measure the number of tickets the name* Ginger Rogers *will sell.* That and nothing else. Not so easy.

These and many other problems had to be solved before the Institute was ready to embark on its Continuing Audit of Marquee Values.

4) *The fact that the Audit is continuous instead of occasional enables the Institute to measure the effect of each picture upon the marquee value of the personalities appearing in it.*

5) *We have been able to analyze each personality's rating by male and female theatergoers, by age-groups, by size of community and by geographic region.*

III

Most stars do not gain support equally from all groups of theatergoers, but appeal particularly to certain segments of the population. Naturally, the variation is greater in the case of some stars than in others. But the star who is equally popular with both sexes, all age groups, all income levels, and in all parts of the country, is the rare exception rather than the rule.

Theatergoers have a tendency to project themselves into the situation portrayed on the screen, to imagine themselves in the place of the star, or (perhaps subconsciously) to pretend they *are* the star.

Obviously, it is easier to imagine yourself in Mickey Rooney's shoes if you are a boy of seventeen than if you are a middle-aged housewife. Broadly speaking, that is why Rooney is overwhelmingly more popular with boys of his own age than with any other group of the population.*

* While 52 per cent of all attendance is by persons under twenty-five years of age, only 2.1 per cent of "A" actors and 21.3 per cent of "A" actresses are under twenty-five. This suggests that there are not nearly enough adolescent stars to satisfy the demand. Here is a richer market potential than exists in the age group of most new players being groomed by Hollywood today.

Many other instances point to the importance of self-identification as a factor in determining marquee values. For example, Judy Garland, Deanna Durbin and Linda Darnell are most popular with girls of their own age. Muni is strongest with men over thirty-one, as are also Lionel Barrymore, William Powell and Edward Arnold. May Robson is particularly popular with elderly females. Joan Crawford, Miriam Hopkins, Irene Dunne, Claudette Colbert and Norma Shearer are most popular with women over thirty.

Seventy-eight per cent of the female stars are more popular with women than with men, including such 'sex' stars as Myrna Loy, Ginger Rogers, Carole Lombard, Loretta Young, Marlene Dietrich and Norma Shearer.

By the same token ~~seventy~~ sixty per cent of the male stars are more popular with men than with women. The first thirteen stars, as ranked by men, are all male.

The following female stars (78 per cent of the total) are more popular with female than with male theatergoers:

Jean Arthur
Lucille Ball
Madeleine Carroll
Claudette Colbert
Joan Crawford
Bette Davis
Laraine Day
Olivia De Havilland
Marlene Dietrich
Irene Dunne
Deanna Durbin
Joan Fontaine
Greta Garbo
Judy Garland
Greer Garson
Sonja Henie
Katharine Hepburn
Gloria Jean
Priscilla Lane
Vivien Leigh
Carole Lombard
Myrna Loy
Ida Lupino
Jeanette MacDonald
Anna Neagle
Merle Oberon
Maureen O'Hara
Eleanor Powell
Ginger Rogers
Rosalind Russell
Martha Scott
Norma Shearer
Anne Shirley
Barbara Stanwyck
Margaret Sullavan
Shirley Temple
Jane Withers
Loretta Young

The following female stars (only 14 per cent of the total) are more popular with male than with female theatergoers:

Paulette Goddard
Betty Grable
Hedy Lamarr
Dorothy Lamour
Ann Sheridan
Ann Sothern
Lana Turner

The following female stars (8 per cent of the total) are equally popular with both sexes:

Joan Bennett
Joan Blondell
Linda Darnell
Alice Faye

The following male stars (60 per cent of the total) are more popular with male than with female theatergoers:

Edward Arnold
Lew Ayres
Lionel Barrymore
Wallace Beery
Jack Benny
Humphrey Bogart
Bob Burns
James Cagney
Gary Cooper
Jackie Cooper
Bing Crosby
Douglas Fairbanks
Errol Flynn
Henry Fonda
Clark Gable
John Garfield
Bob Hope
Kay Kyser
Charles Laughton
Fred MacMurray
Joel McCrea
Victor McLaglen
Thomas Mitchell
Frank Morgan
Paul Muni
Pat O'Brien
George Raft
Basil Rathbone
Edward G. Robinson
Cesar Romero
Mickey Rooney
George Sanders
Randolph Scott
Spencer Tracy
John Wayne
Orson Welles
Robert Young

The following male stars (only 32 per cent of the total) are more popular with female than with male theatergoers:

Brian Aherne
Don Ameche
Charles Boyer
George Brent
Ronald Colman
Melvyn Douglas
Nelson Eddy
Jeffrey Lynn
Fredric March
Herbert Marshall
Ray Milland
Robert Montgomery
Dennis Morgan
Laurence Olivier
John Payne
Dick Powell
Tyrone Power
Ronald Reagan
James Stewart
Robert Taylor

The following male stars (8 per cent of the total) are equally popular with both sexes:

Fred Astaire
James Craig
Cary Grant
George Murphy
William Powell

The following stars are more popular with the upper income groups than with the lower (notice that 38 per cent of them are foreigners:

Jean Arthur
Madeleine Carroll
Claudette Colbert
Bette Davis
Irene Dunne
Deanna Durbin
Joan Fontaine
Greta Garbo
Greer Garson
Paulette Goddard
Katharine Hepburn
Vivien Leigh
Carole Lombard
Myrna Loy
Anna Neagle
Rosalind Russell
Martha Scott
Norma Shearer
Margaret Sullavan
Loretta Young

Brian Aherne
Edward Arnold
Charles Boyer
Ronald Colman
Melvyn Douglas
Nelson Eddy
Cary Grant
Charles Laughton
Fredric March
Herbert Marshall
Robert Montgomery
Paul Muni
Laurence Olivier
William Powell
Basil Rathbone
Orson Welles

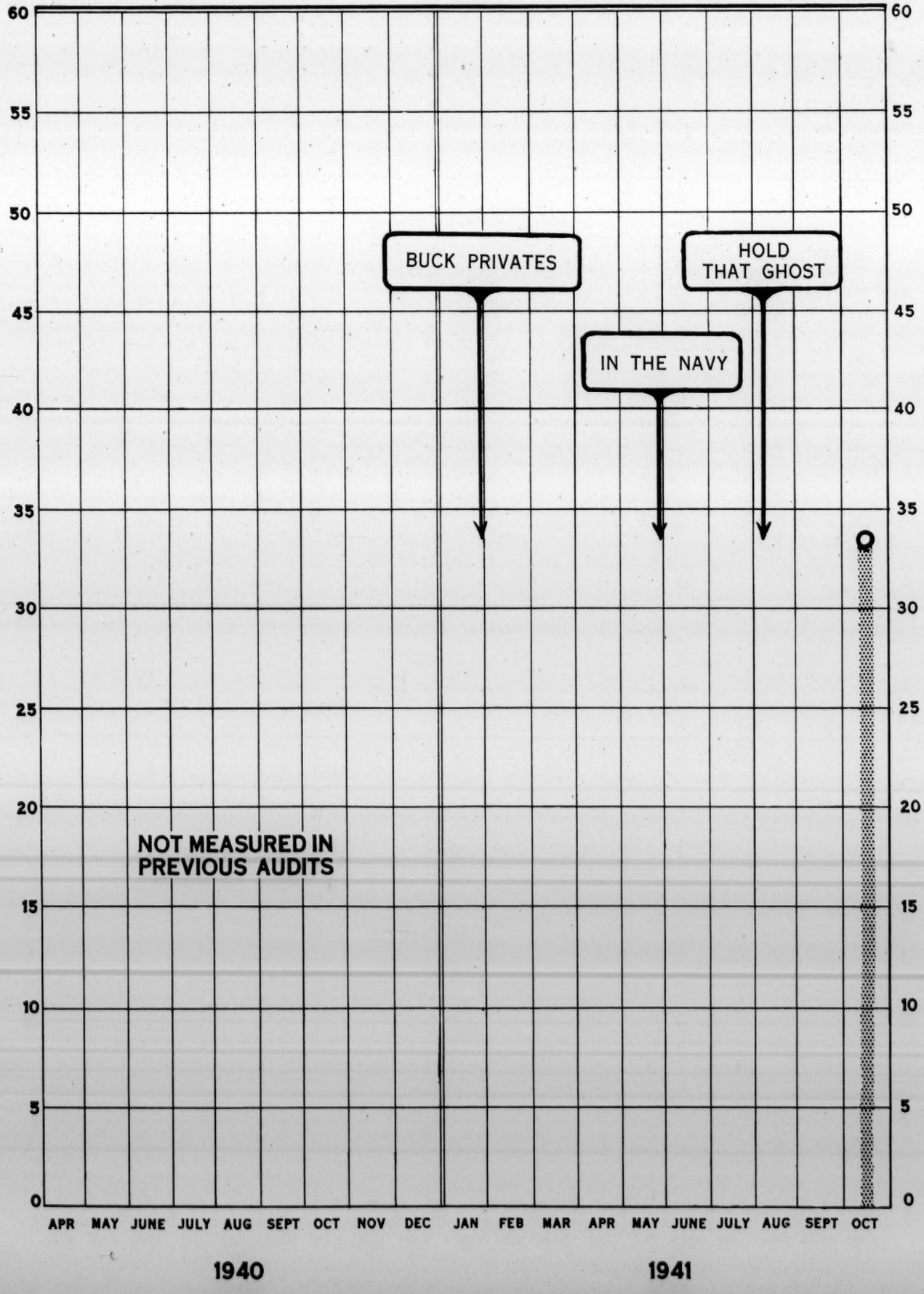
The following stars are more popular with the lower income groups than with the upper (notice that only one of them is a foreigner):

Joan Bennett
Joan Blondell
Alice Faye
Judy Garland
Betty Grable
Sonja Henie
Gloria Jean
Dorothy Lamour
Priscilla Lane
Ann Sheridan
Anne Shirley
Ann Sothern
Shirley Temple
Jane Withers

Lew Ayres
Jack Benny
Humphrey Bogart
George Brent
Bob Burns
James Cagney
Jackie Cooper
Bing Crosby
Errol Flynn
Kay Kyser
Fred MacMurray
Victor McLaglen
Ray Milland
George Murphy
Pat O'Brien
John Payne
Dick Powell
George Raft
Cesar Romero
Mickey Rooney
John Wayne

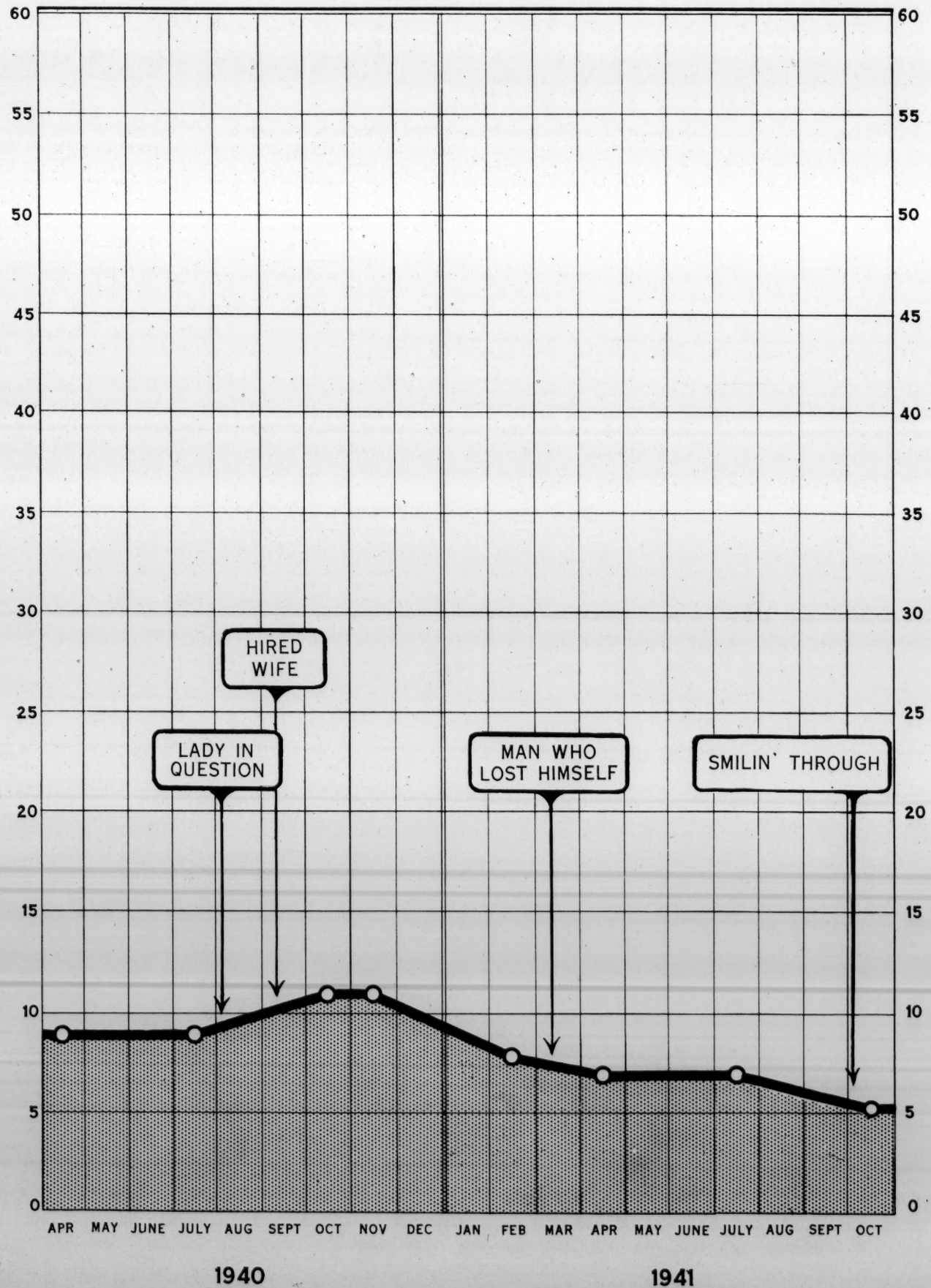
ABBOTT & COSTELLO

RANK. 10TH



AHERNE. BRIAN

RANK. 129TH



AHERNE, Brian

February—April 1941

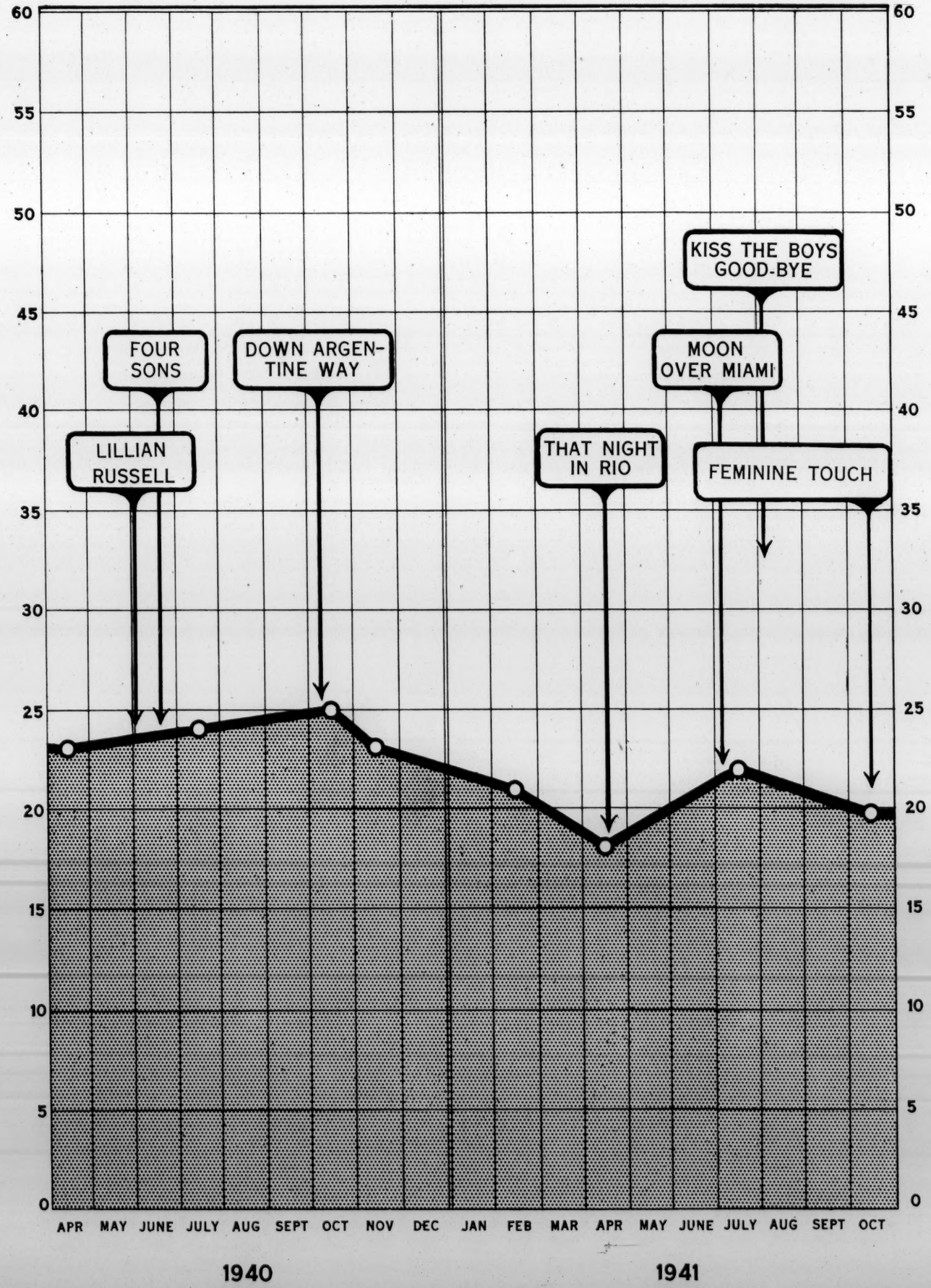
MALES	14
FEMALES	28

Boys 12-17	9
Men 18-30	17
Men 31 up	11

Girls 12-17	19
Women 18-30	27
Women 31 up	36

PROSPEROUS Over $50 per week	31
UPPER MIDDLE $30 to $50 per week	24
MIDDLE $20-$30 per week	20
POOR Under $20 per week	14

AMECHE. DON
RANK. 49TH



AMECHE, Don

February—April 1941

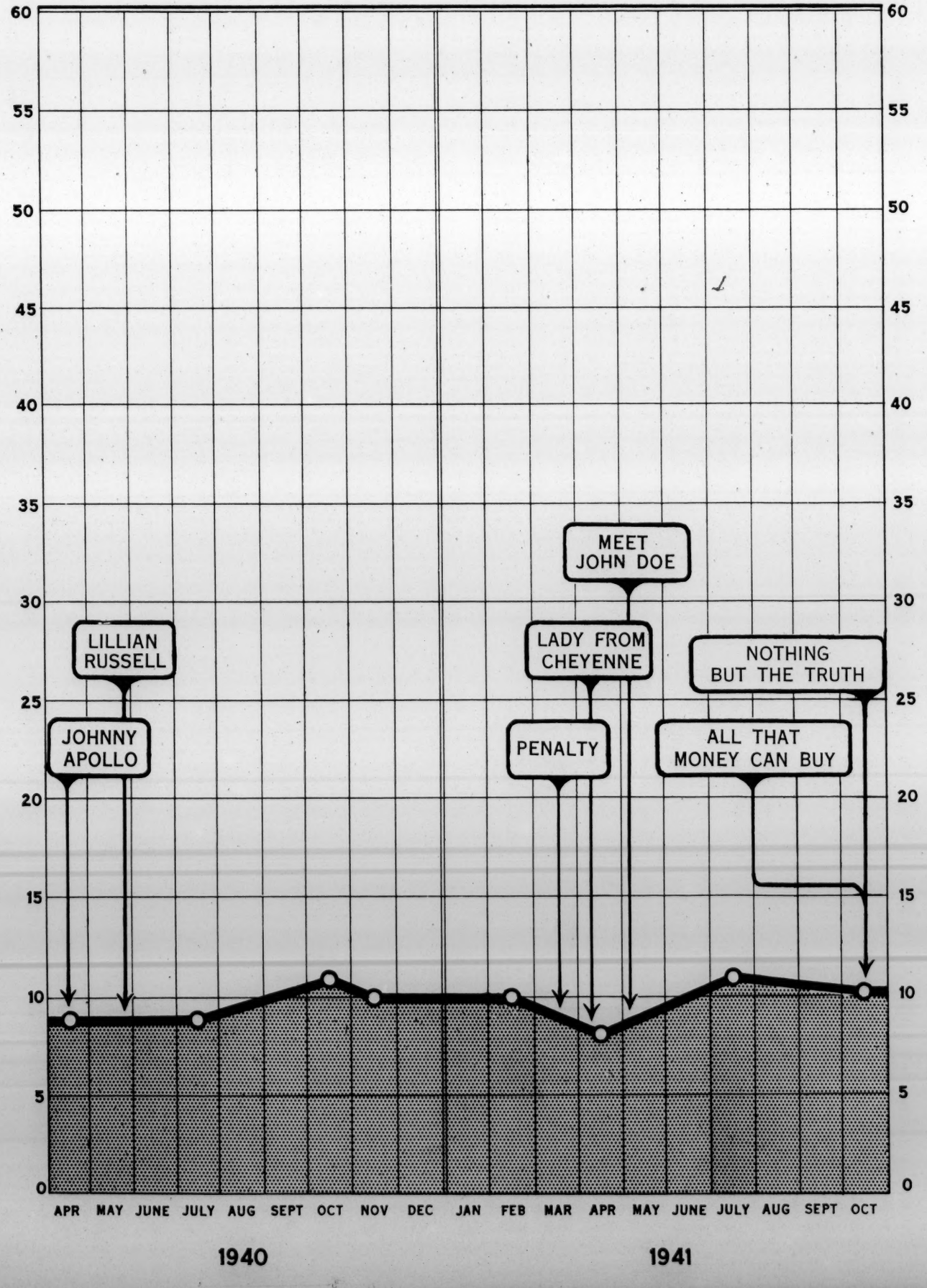
MALES	53
FEMALES	56

Boys 12-17	74
Men 18-30	49
Men 31 up	46

Girls 12-17	63
Women 18-30	56
Women 31 up	50

PROSPEROUS Over $50 per week	50
UPPER MIDDLE $30 to $50 per week	56
MIDDLE $20-$30 per week	56
POOR Under $20 per week	53

ARNOLD. EDWARD
RANK. 89TH



ARNOLD, Edward

February—April 1941

MALES	37
FEMALES	18

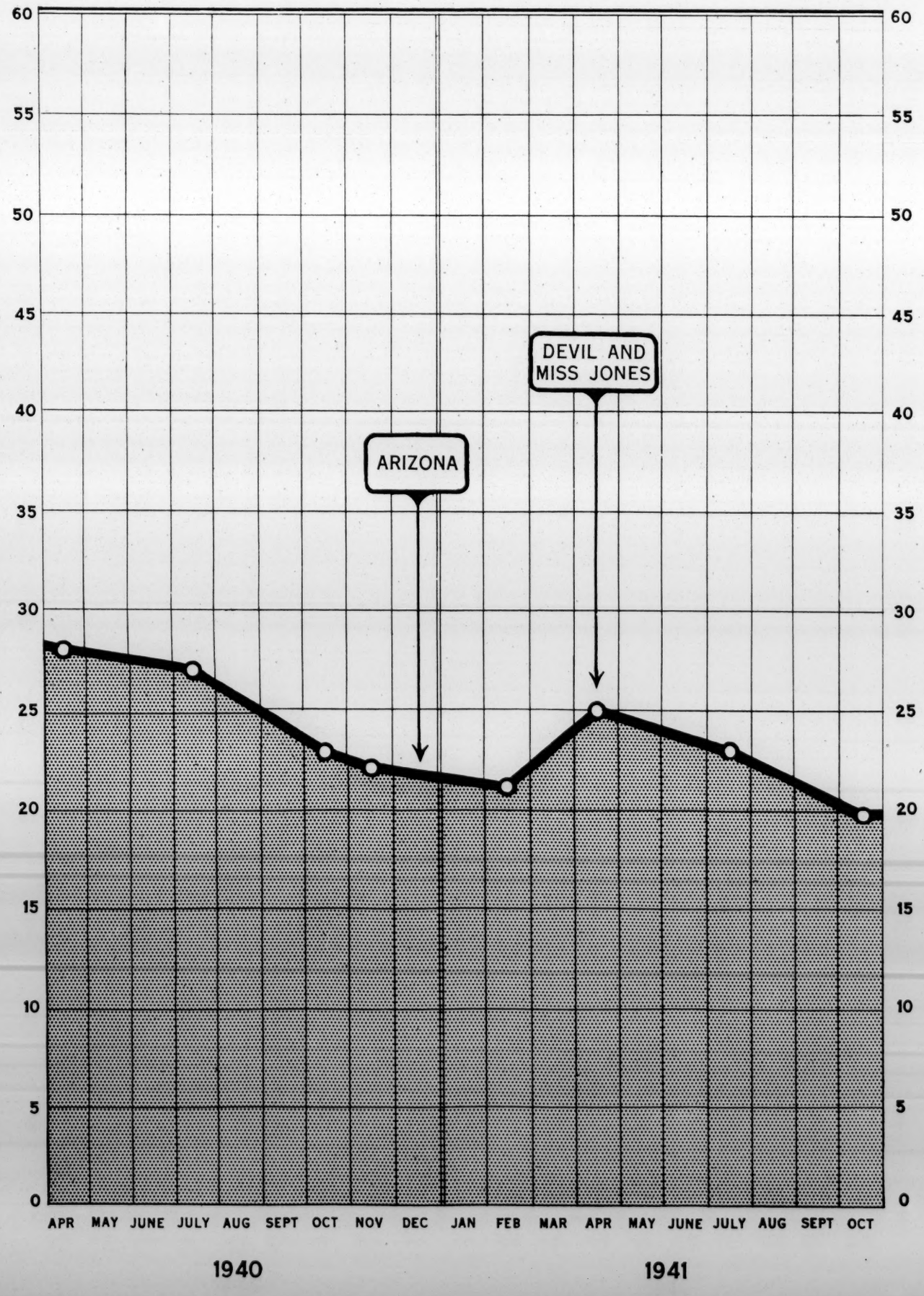
Boys 12-17	27
Men 18-30	32
Men 31 up	56

Girls 12-17	10
Women 18-30	15
Women 31 up	30

PROSPEROUS Over $50 per week	36
UPPER MIDDLE $30 to $50 per week	27
MIDDLE $20-$30 per week	24
POOR Under $20 per week	17

ARTHUR. JEAN

RANK. 48TH



ARTHUR, Jean

February—April 1941

MALES	61
FEMALES	68

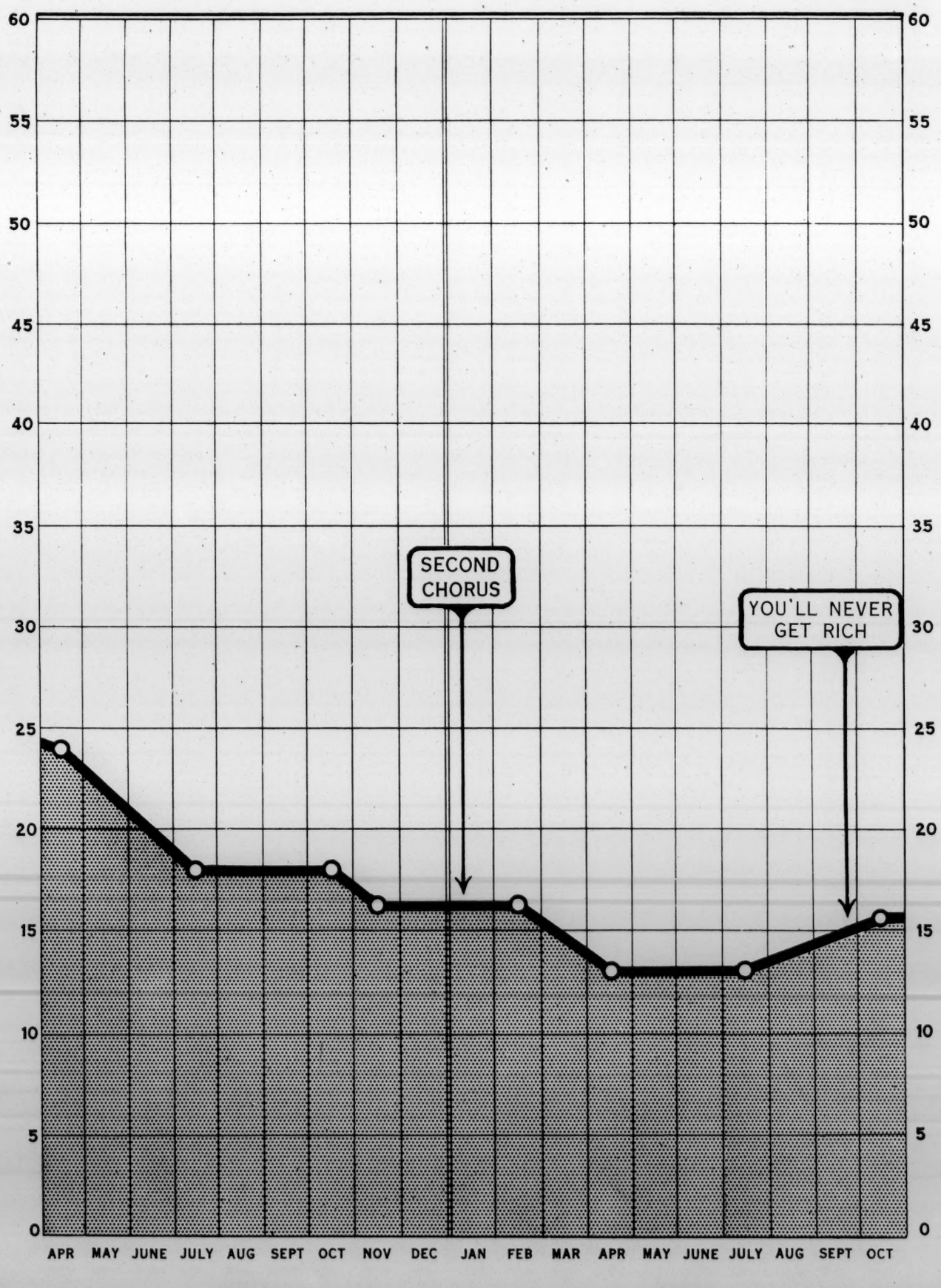
Boys 12-17	64
Men 18-30	61
Men 31 up	59

Girls 12-17	51
Women 18-30	68
Women 31 up	82

PROSPEROUS Over $50 per week	76
UPPER MIDDLE $30 to $50 per week	65
MIDDLE $20-$30 per week	65
POOR Under $20 per week	55

ASTAIRE. FRED

RANK. 65TH



ASTAIRE, Fred

February—April 1941

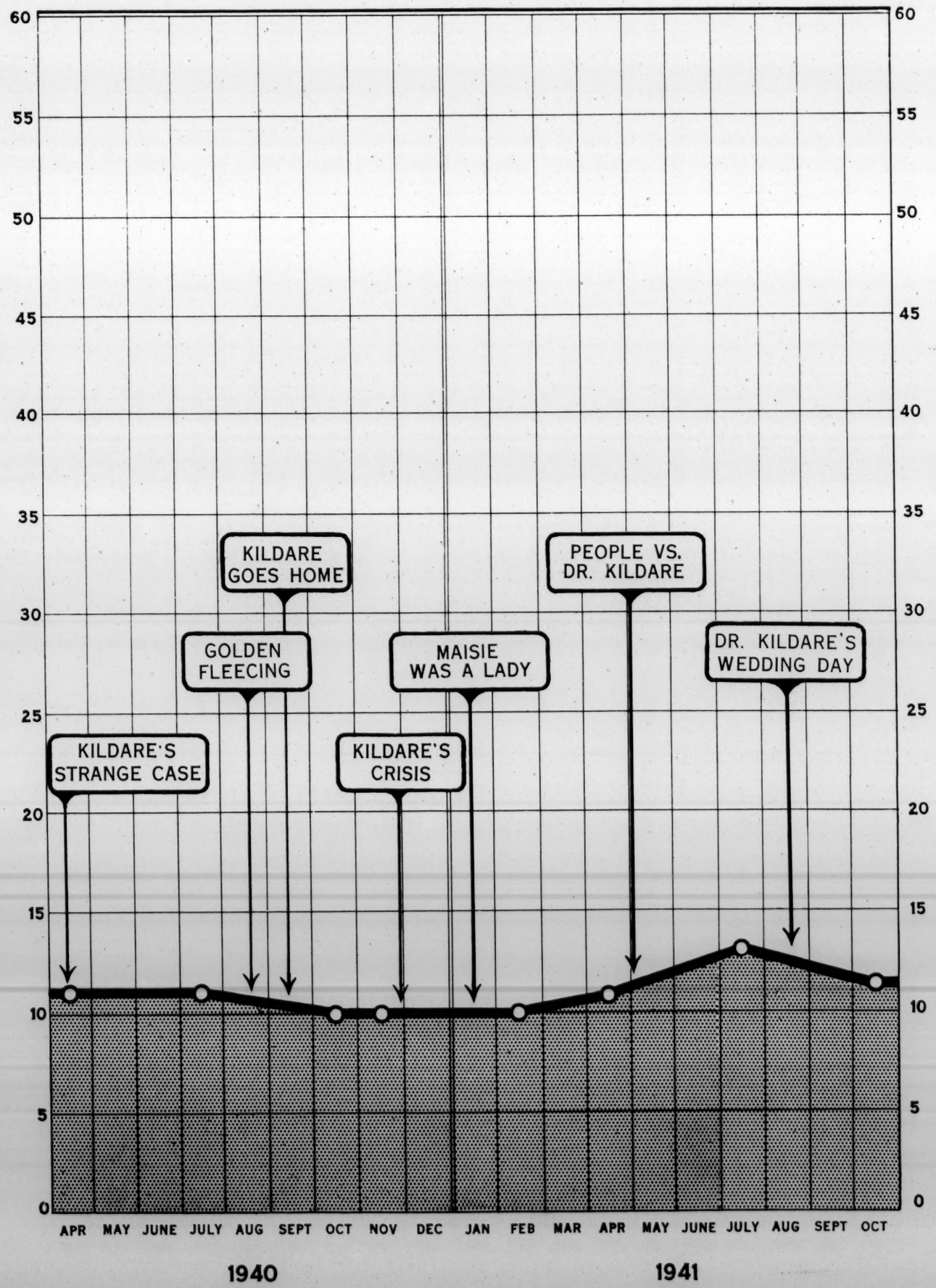
MALES	42
FEMALES	41

Boys 12-17	33
Men 18-30	43
Men 31 up	47

Girls 12-17	42
Women 18-30	41
Women 31 up	37

PROSPEROUS Over $50 per week	43
UPPER MIDDLE $30 to $50 per week	38
MIDDLE $20-$30 per week	46
POOR Under $20 per week	37

AYRES. LEW
RANK. 82ND



AYRES, Low

February—April 1941

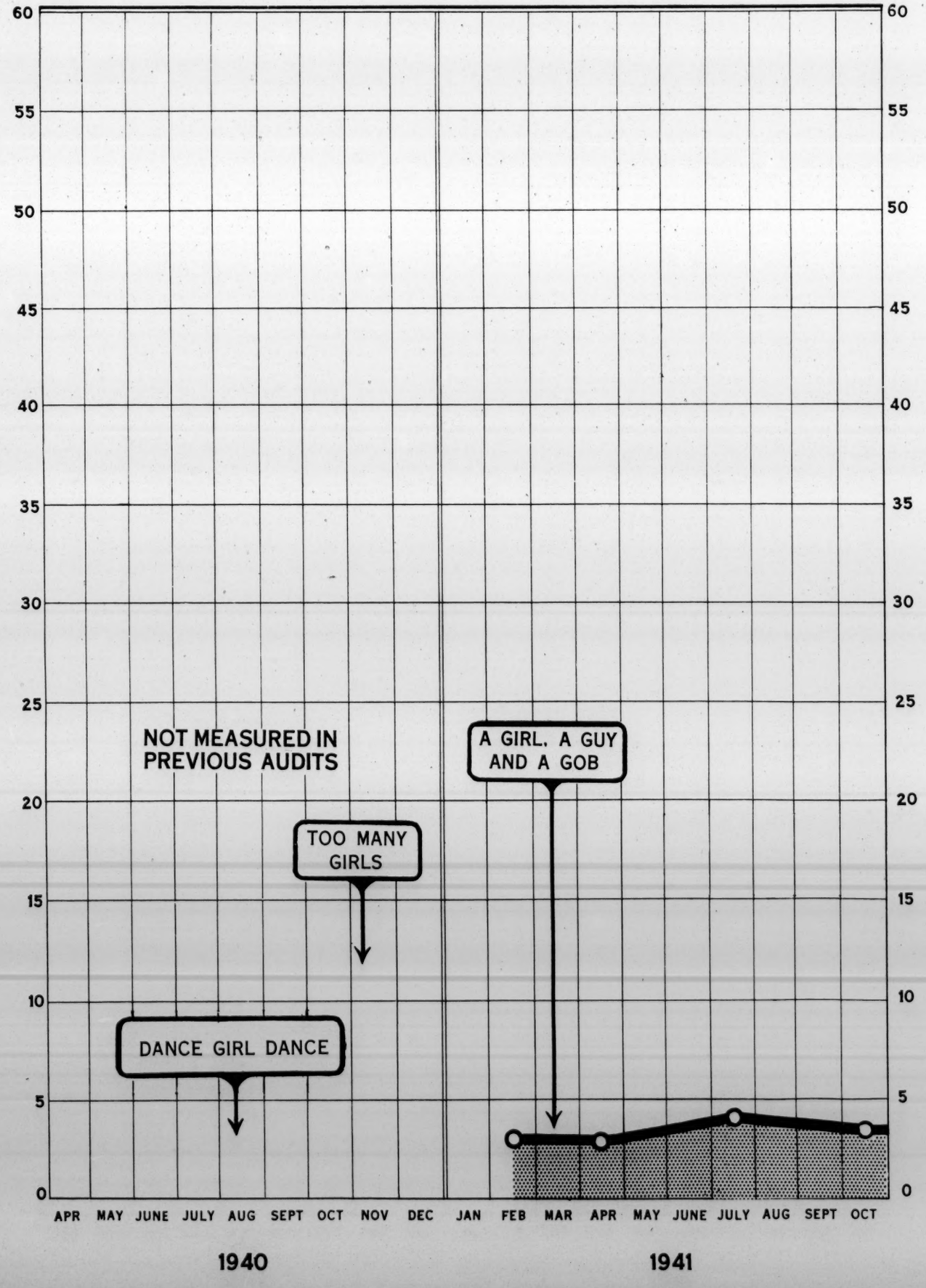
MALES	32
FEMALES	29

Boys 12-17	41
Men 18-30	32
Men 31 up	28

Girls 12-17	39
Women 18-30	28
Women 31 up	24

PROSPEROUS Over $50 per week	23
UPPER MIDDLE $30 to $50 per week	29
MIDDLE $20-$30 per week	31
POOR Under $20 per week	32

BALL. LUCILLE
RANK. 144TH



BALL, Lucille

February—April 1941

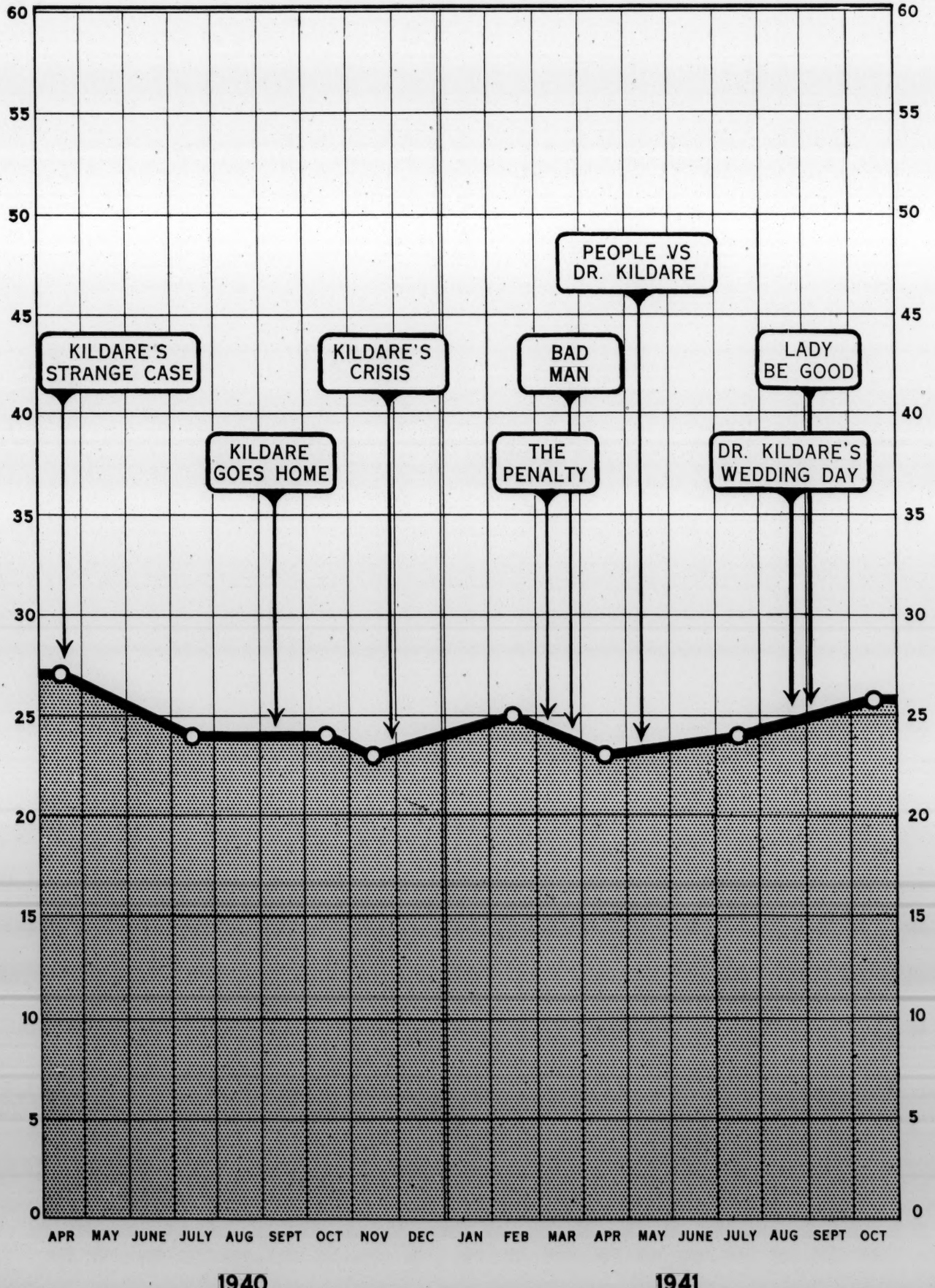
MALES	7
FEMALES	10

Boys 12-17	9
Men 18-30	8
Men 31 up	4

Girls 12-17	19
Women 18-30	10
Women 31 up	1

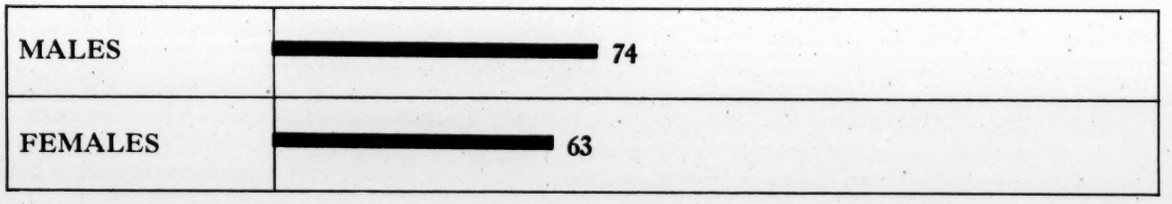
PROSPEROUS Over $50 per week	8
UPPER MIDDLE $30 to $50 per week	8
MIDDLE $20-$30 per week	8
POOR Under $20 per week	10

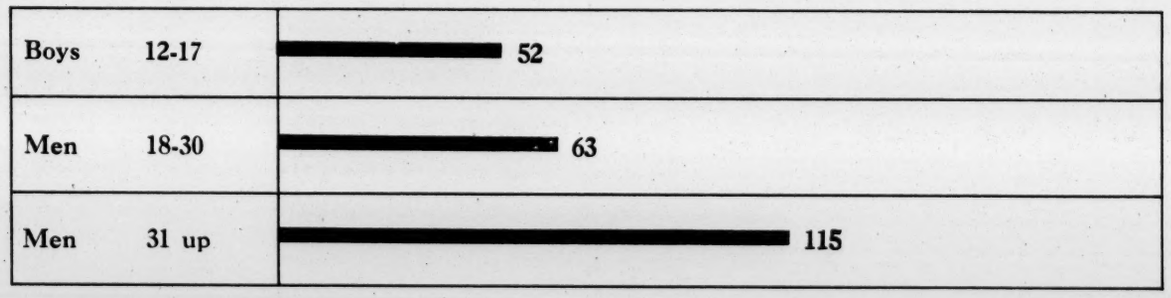
BARRYMORE. LIONEL
RANK. 21ST

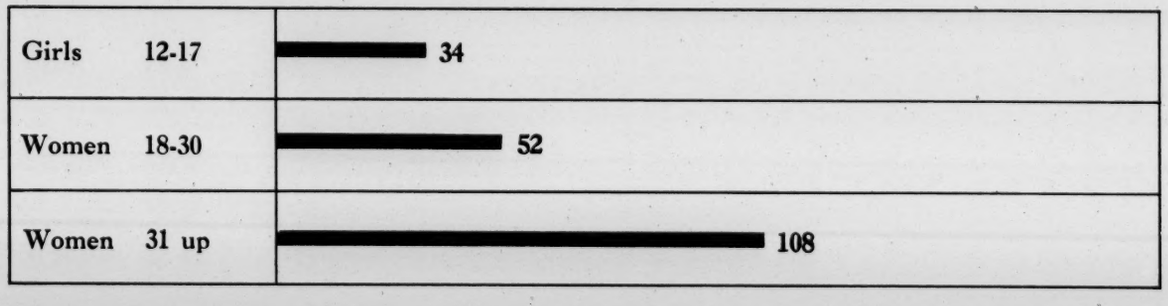


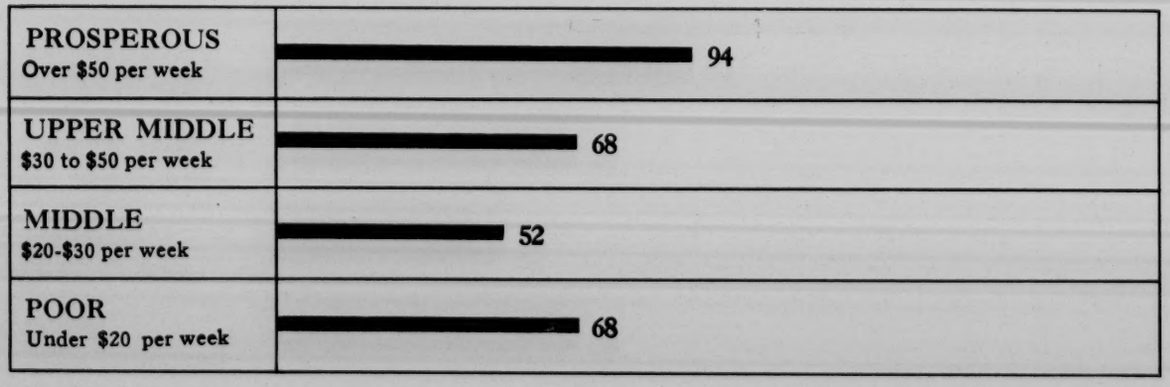
BARRYMORE, Lionel

February—April 1941

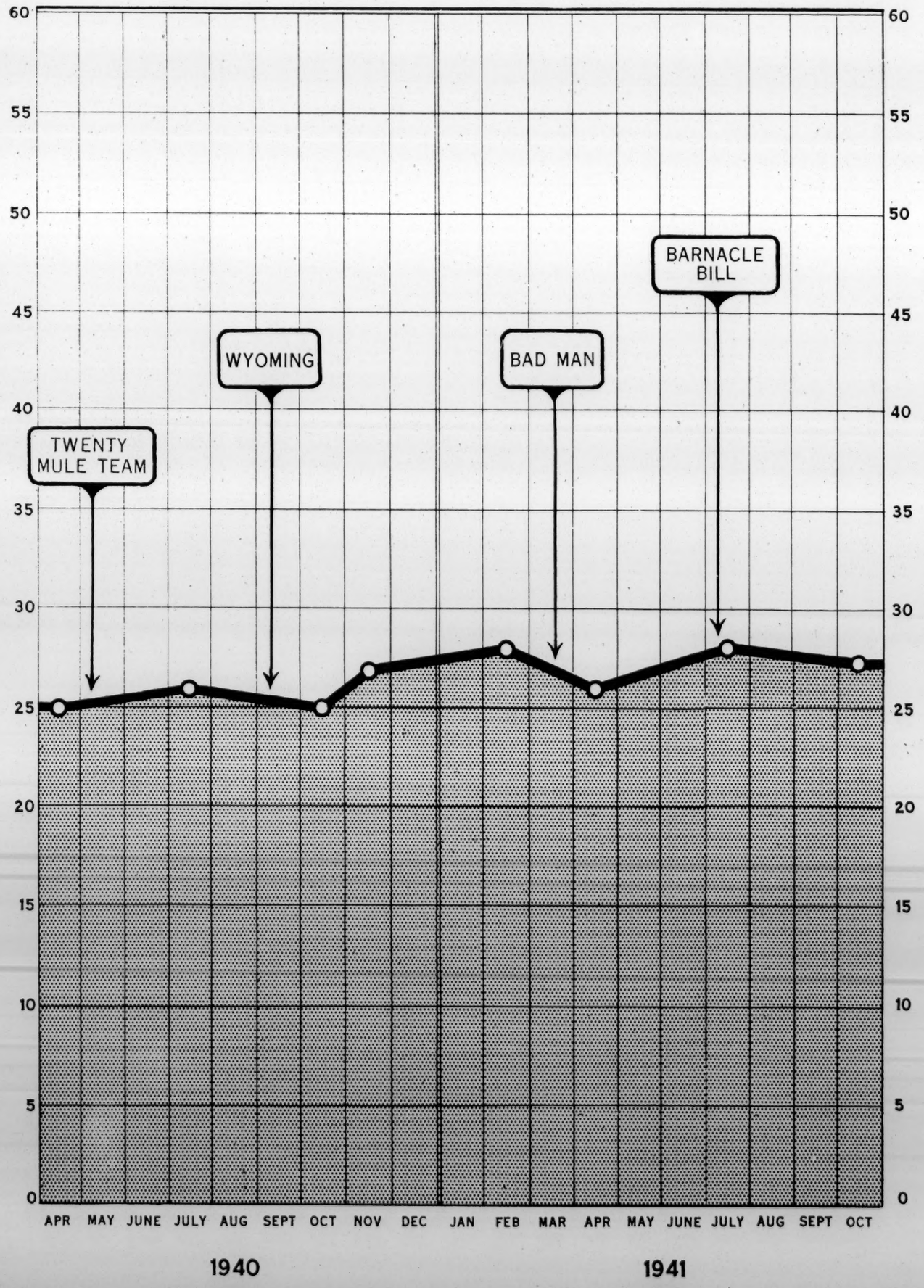






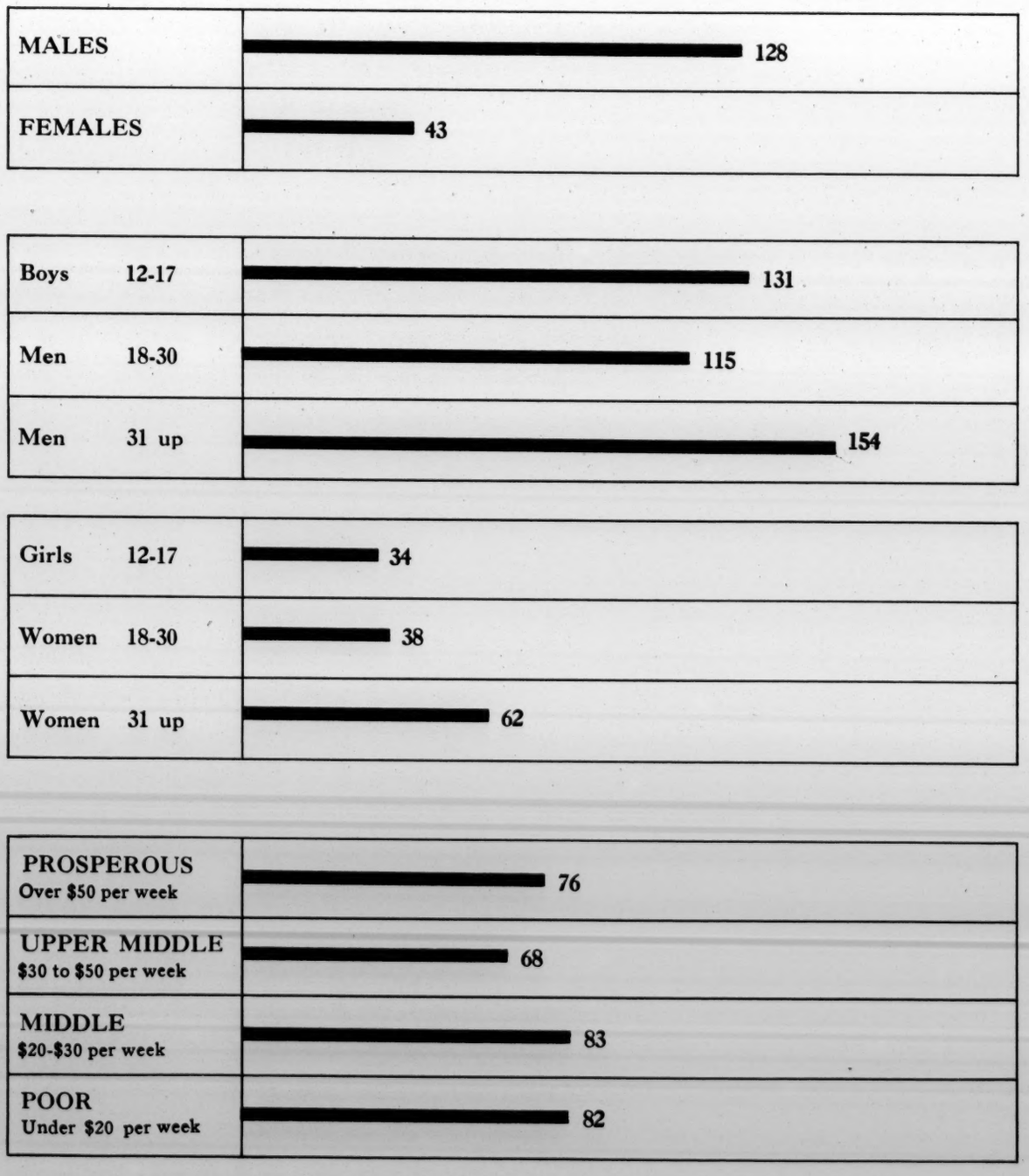


BEERY, WALLACE
RANK, 18TH



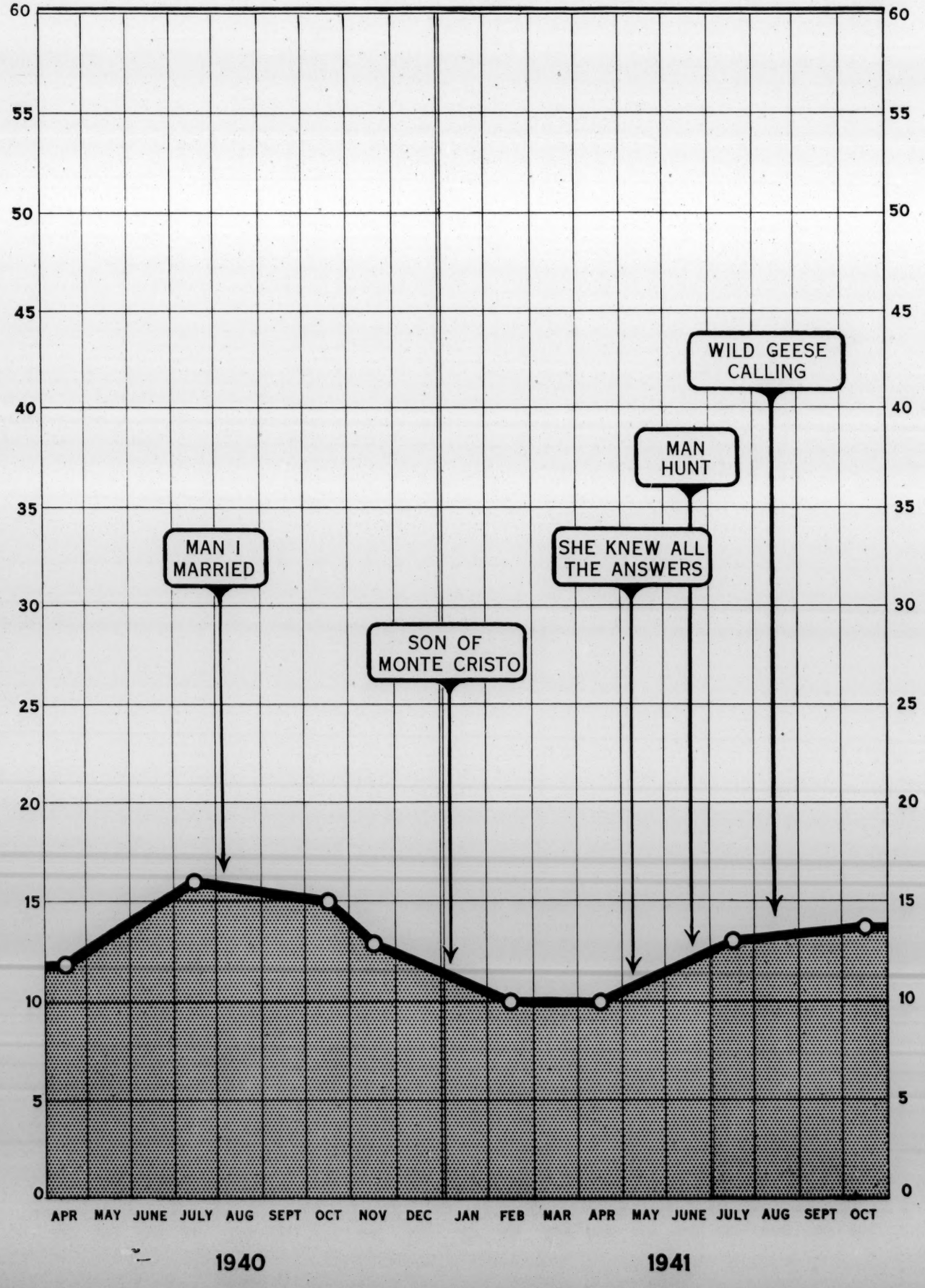
BEERY, Wallace

February—April 1941



BENNETT. JOAN

RANK. 70TH



BENNETT, Joan

February—April 1941

MALES	29
FEMALES	28

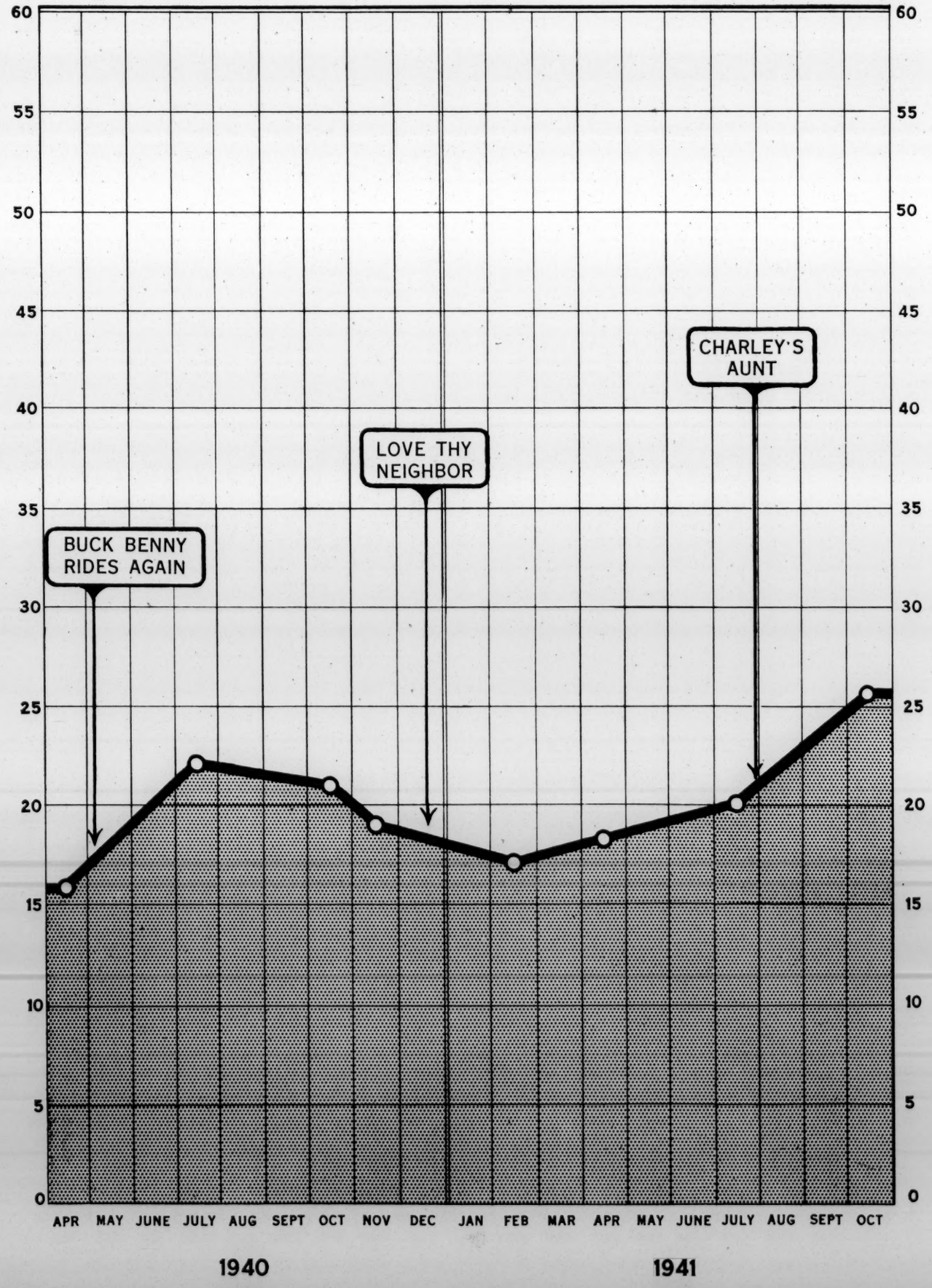
Boys 12-17	29
Men 18-30	32
Men 31 up	22

Girls 12-17	48
Women 18-30	22
Women 31 up	26

PROSPEROUS Over $50 per week	21
UPPER MIDDLE $30 to $50 per week	23
MIDDLE $20-$30 per week	30
POOR Under $20 per week	39

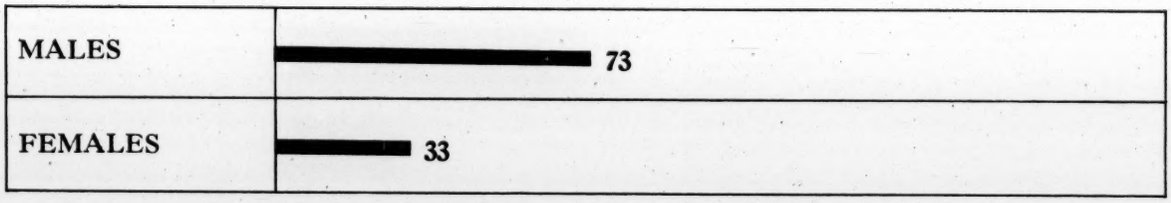
BENNY. JACK

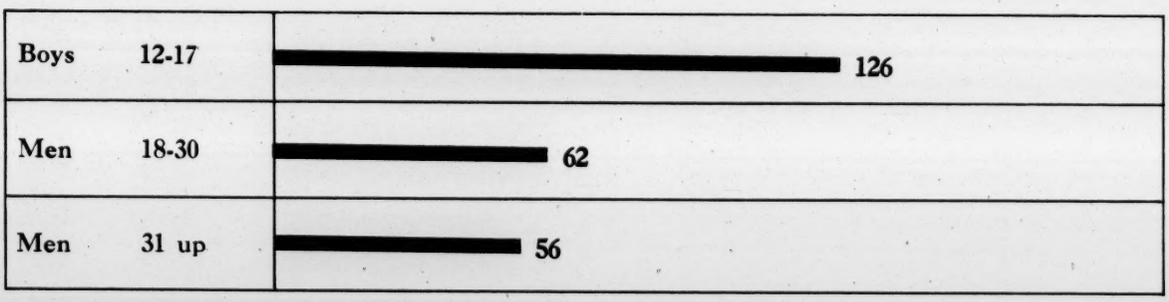
RANK. 22ND

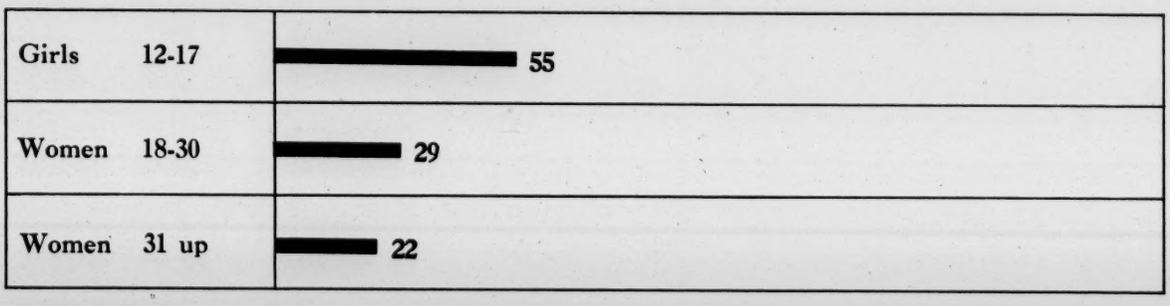


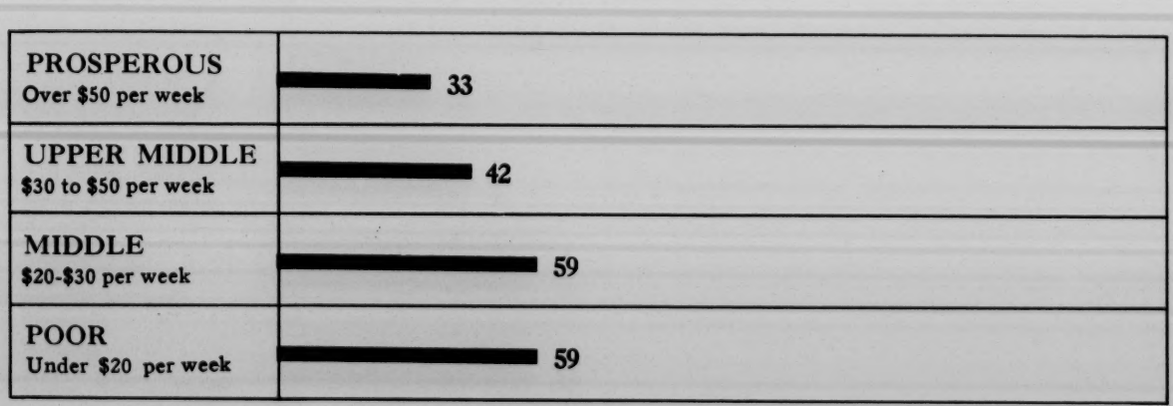
BENNY, Jack

February—April 1941



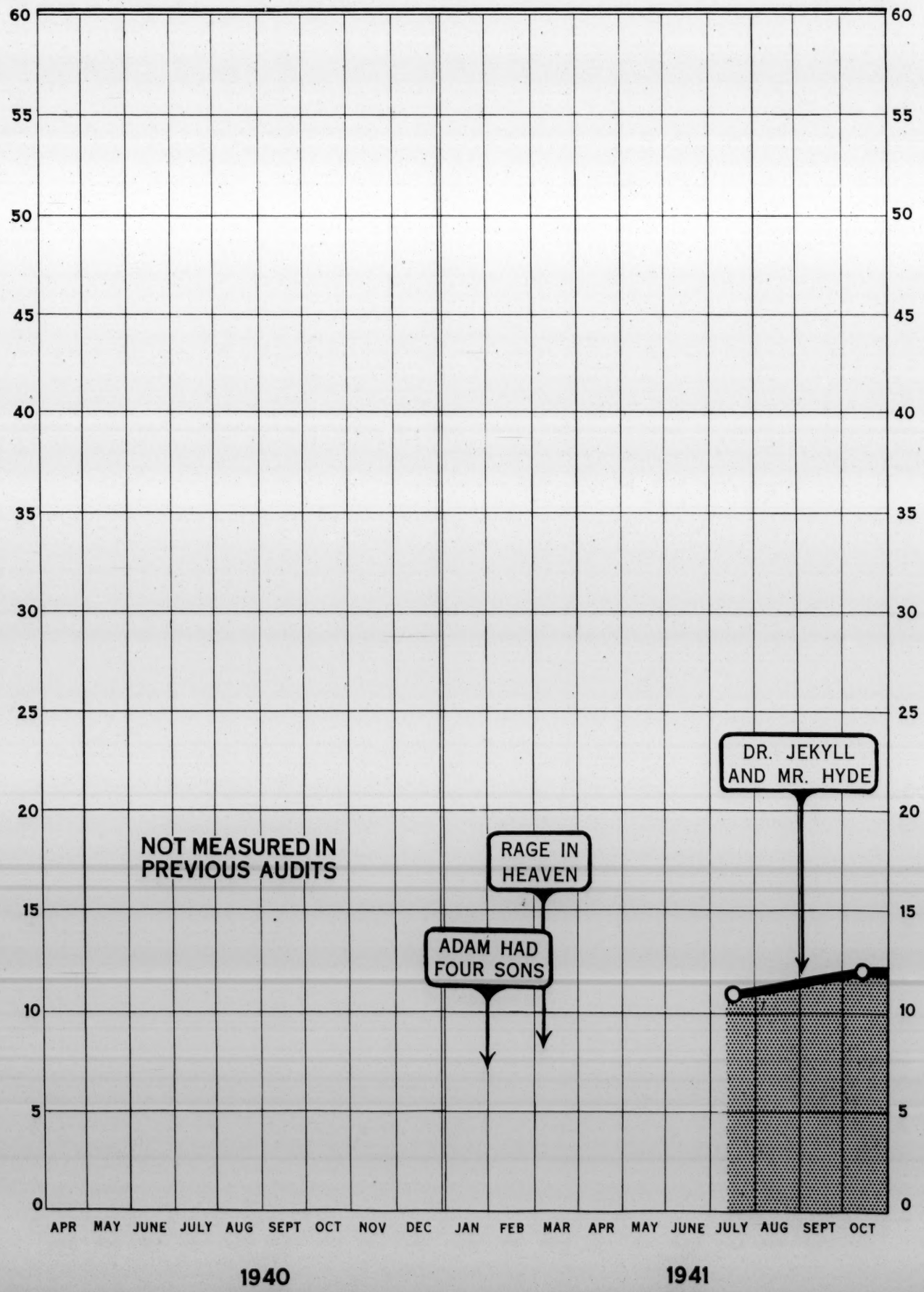






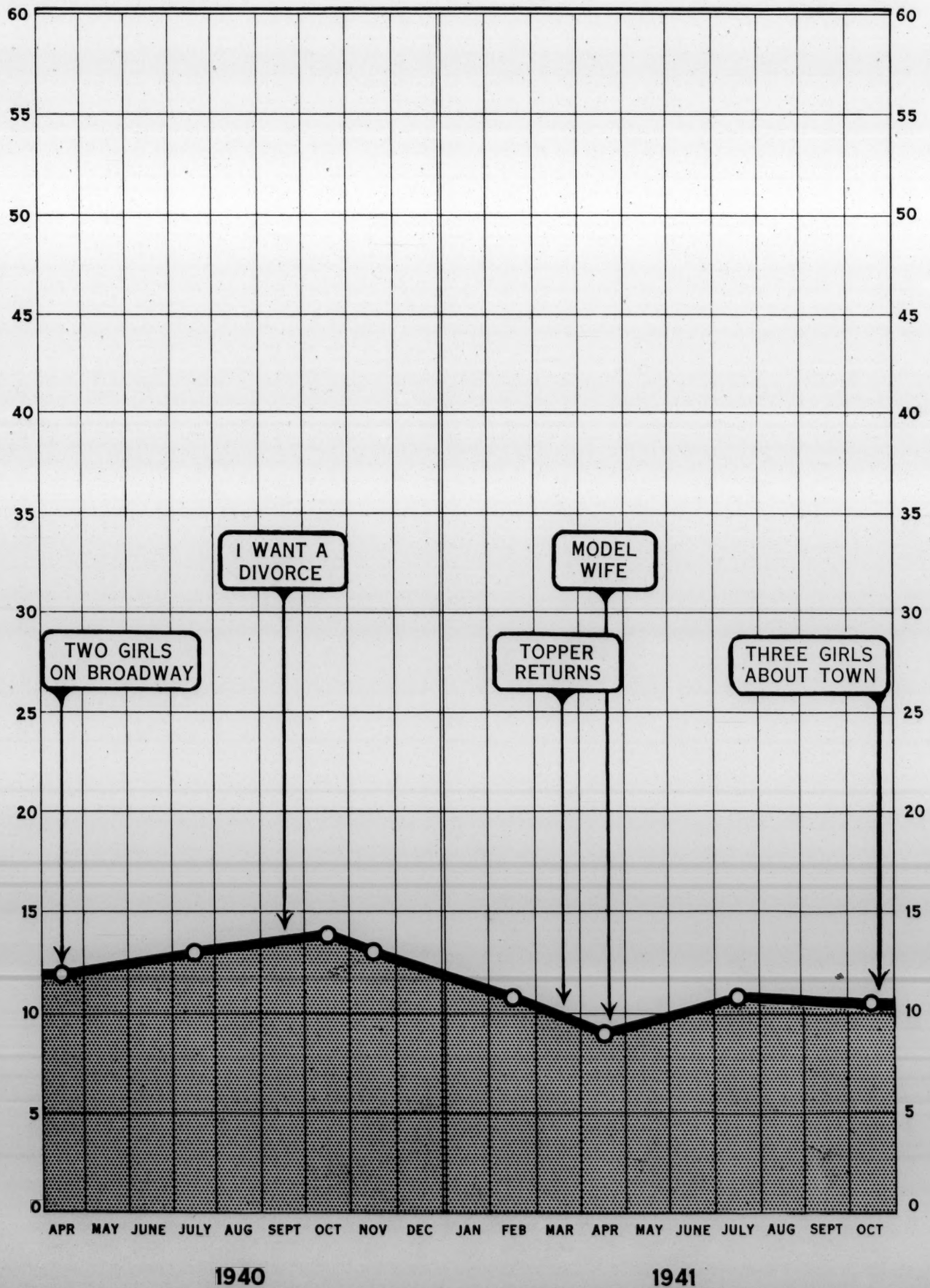
BERGMAN. INGRID

RANK. 79TH



BLONDELL JOAN

RANK. 85TH



BLONDELL, Joan

February—April 1941

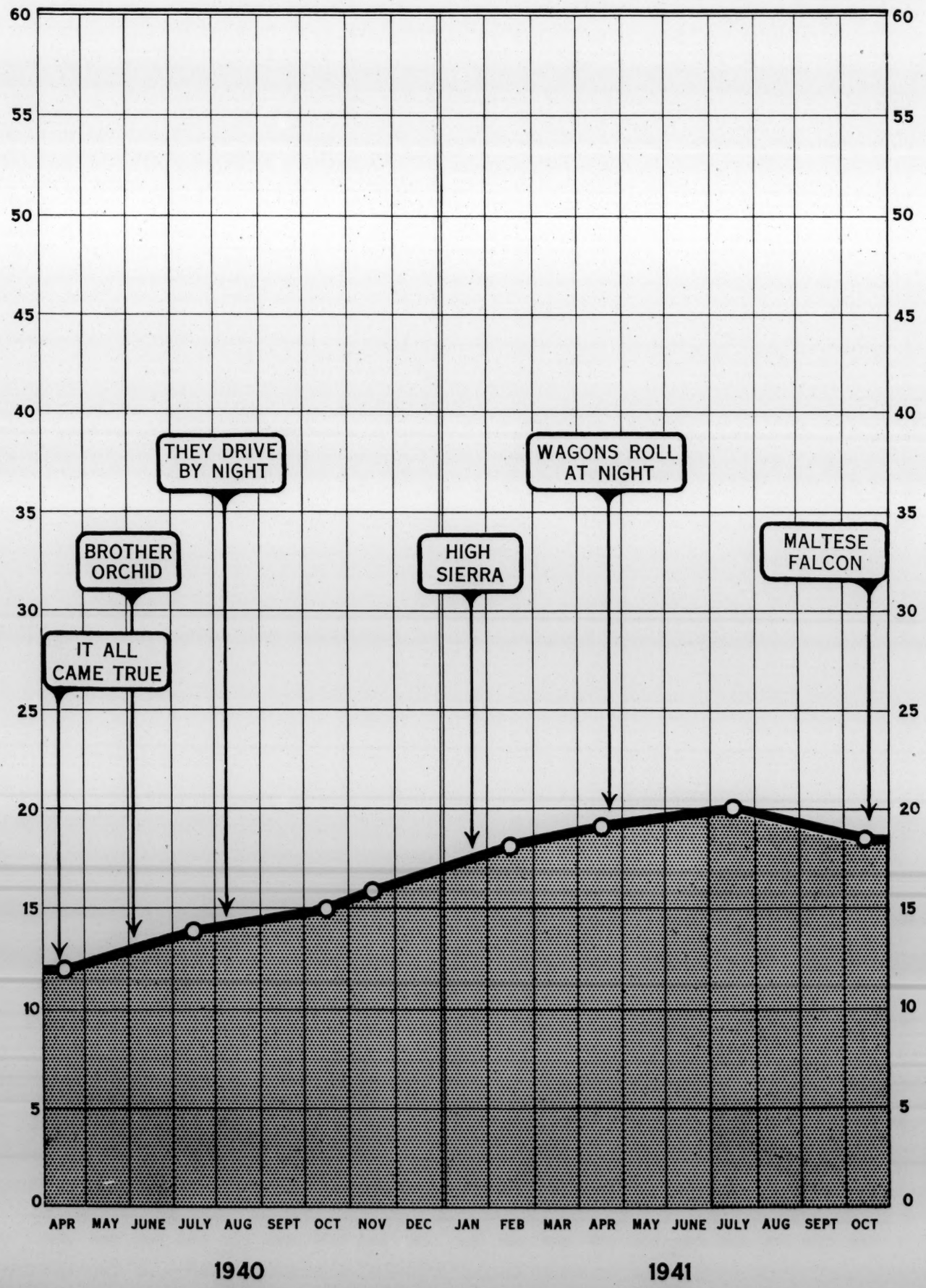
MALES	24
FEMALES	24

Boys 12-17	22
Men 18-30	22
Men 31 up	29

Girls 12-17	25
Women 18-30	25
Women 31 up	21

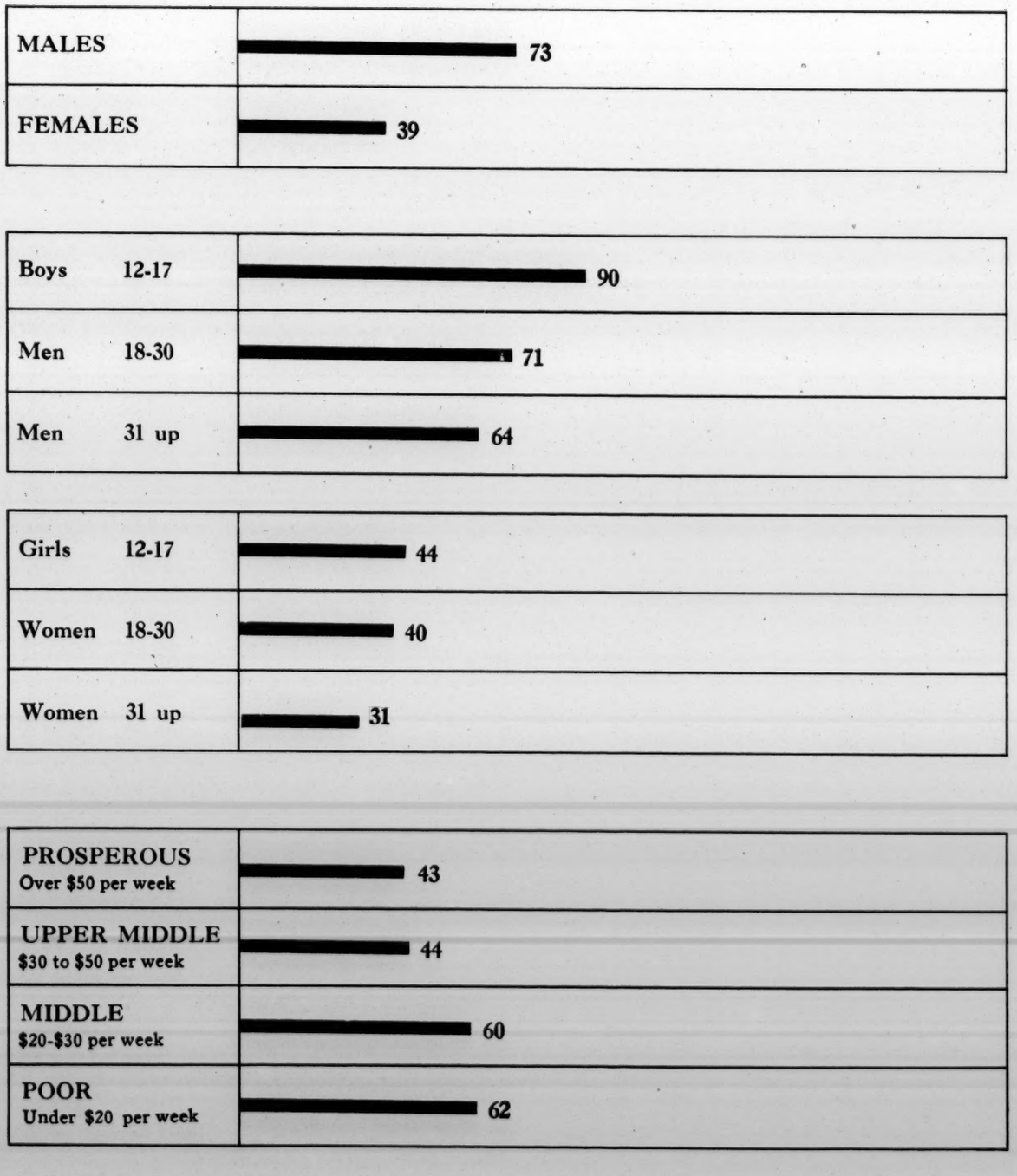
PROSPEROUS Over $50 per week	13
UPPER MIDDLE $30 to $50 per week	20
MIDDLE $20-$30 per week	29
POOR Under $20 per week	32

BOGART. HUMPHREY
RANK. 55TH

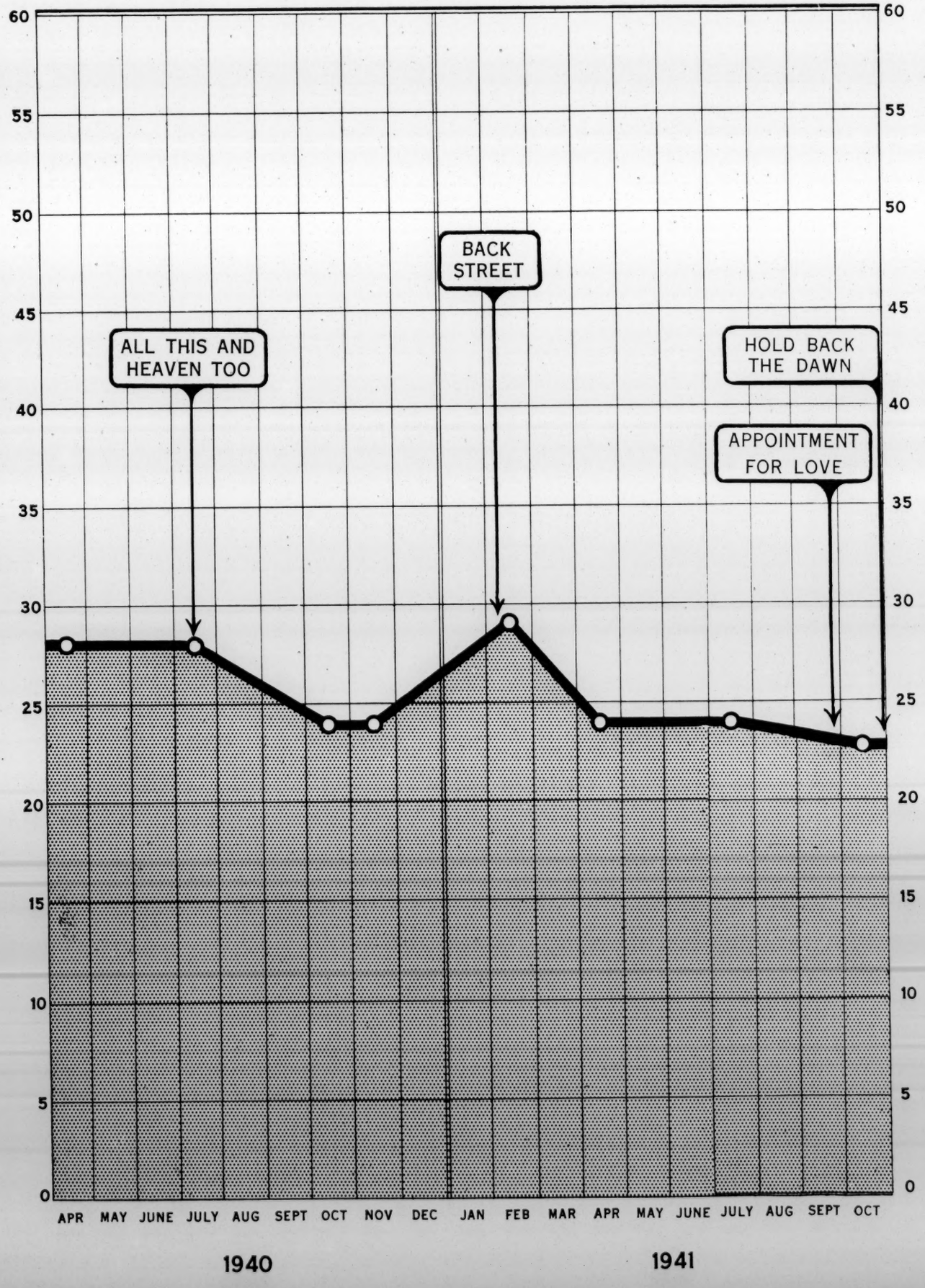


BOGART, Humphrey

February—April 1941

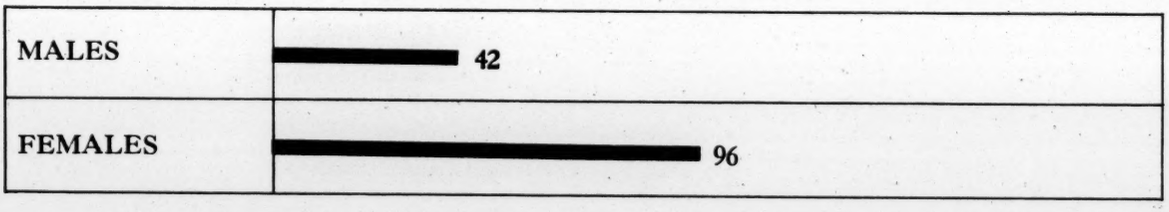


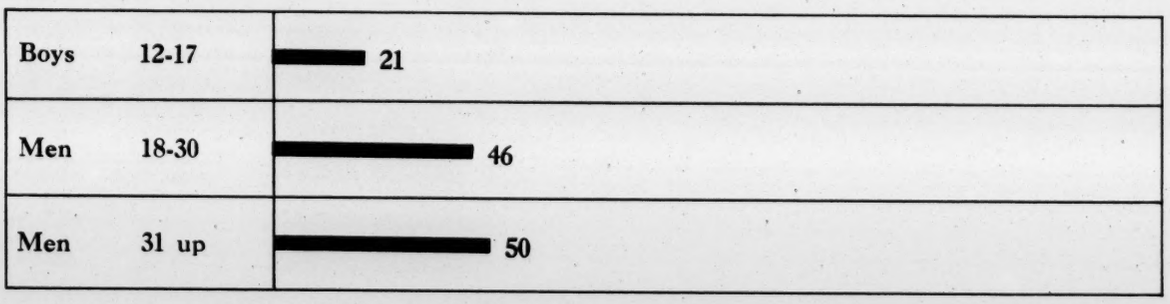
BOYER. CHARLES
RANK. 33RD

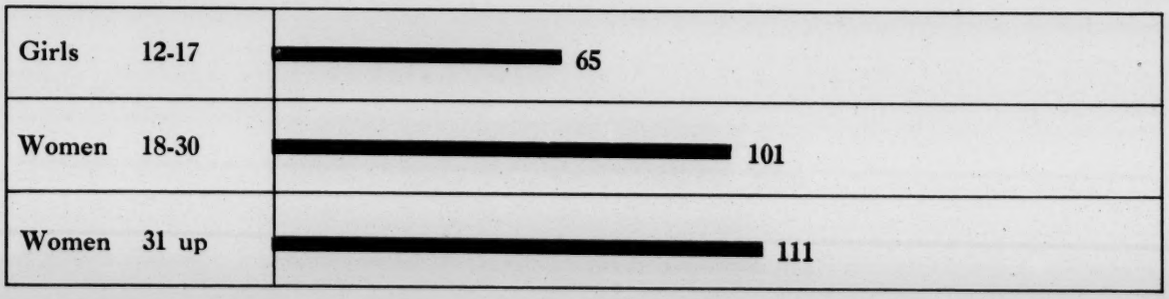


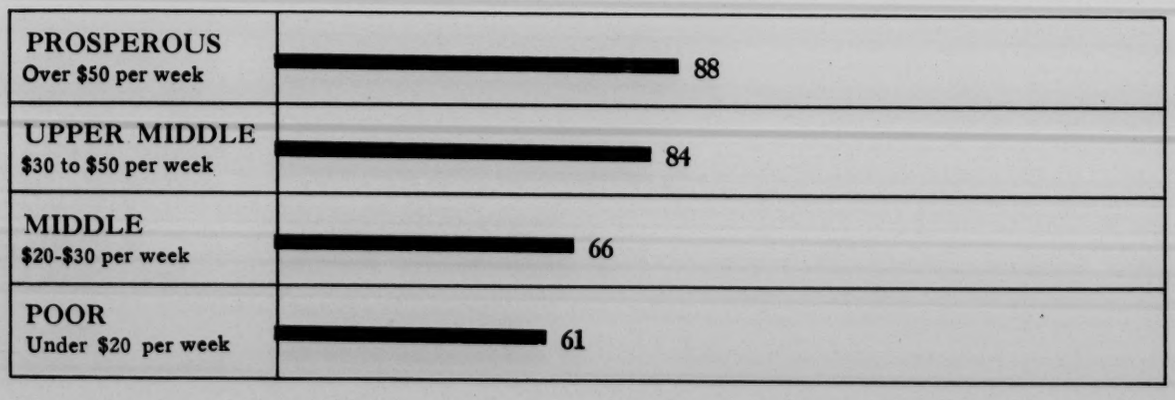
BOYER, Charles

February—April 1941

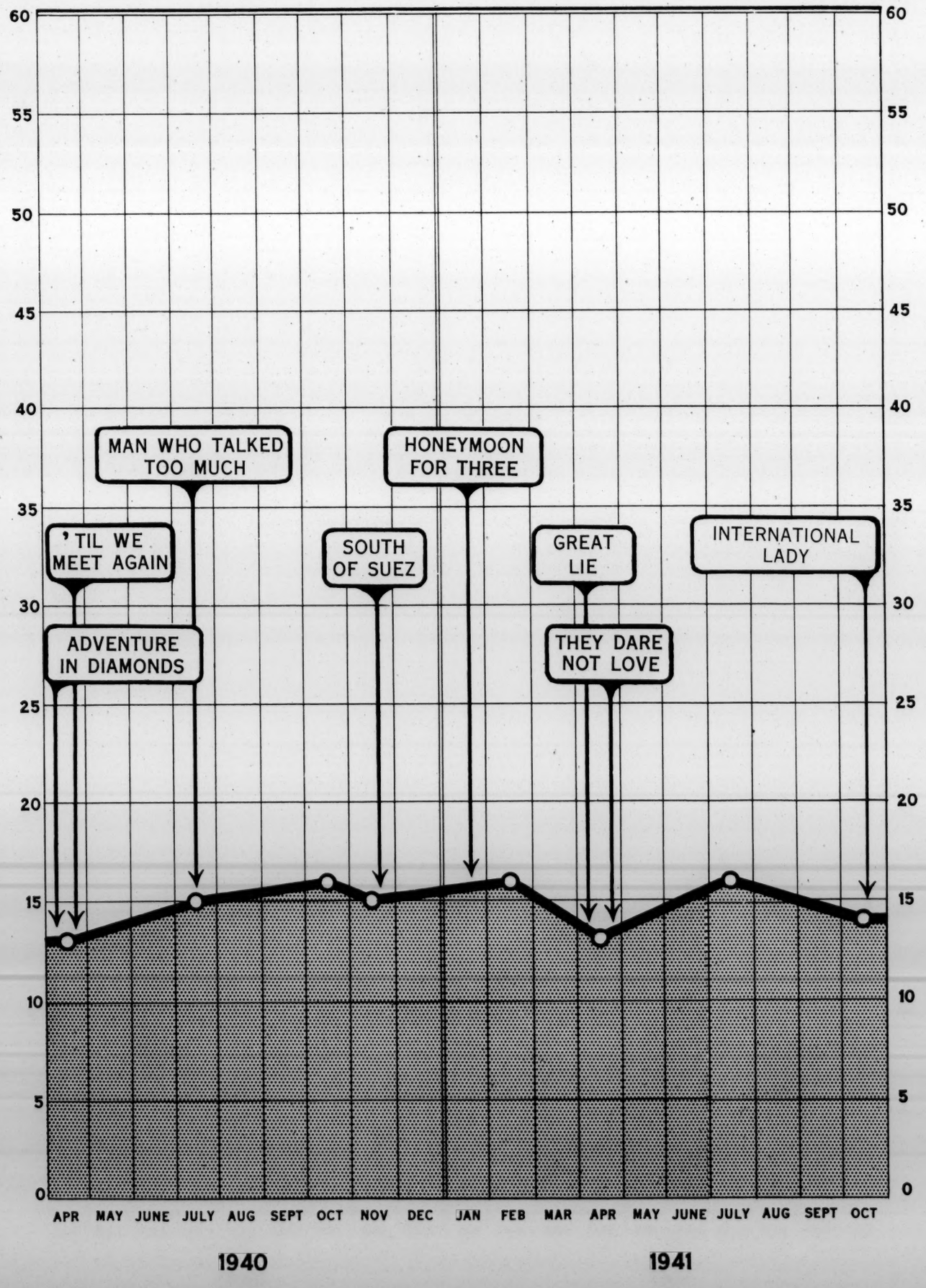








BRENT, GEORGE
RANK. 69TH



BRENT, George

February—April 1941

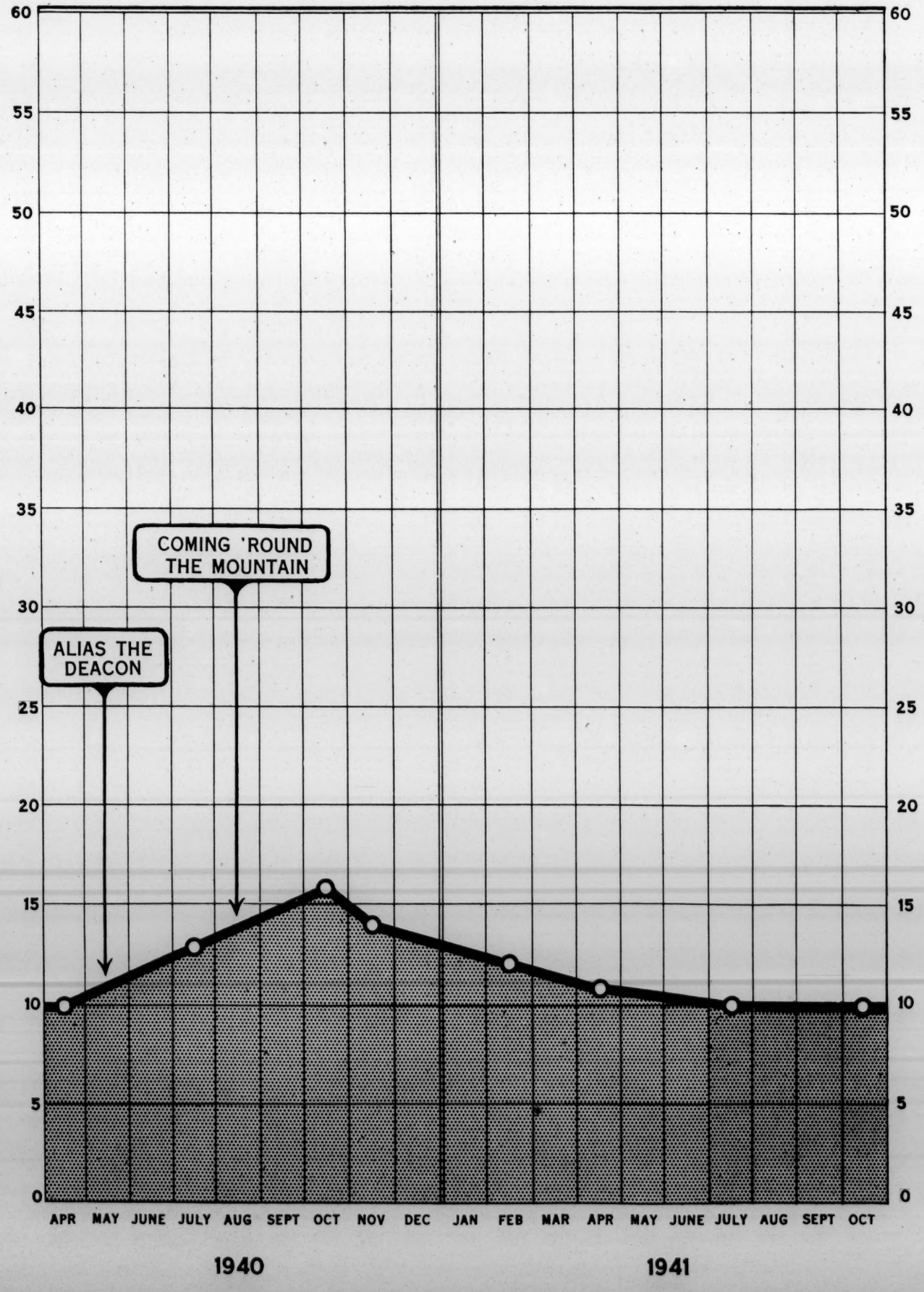
MALES	32
FEMALES	46

Boys 12-17	31
Men 18-30	34
Men 31 up	30

Girls 12-17	41
Women 18-30	46
Women 31 up	48

PROSPEROUS Over $50 per week	36
UPPER MIDDLE $30 to $50 per week	41
MIDDLE $20-$30 per week	41
POOR Under $20 per week	48

BURNS. BOB
RANK. 91ST



BURNS, Bob

February—April 1941

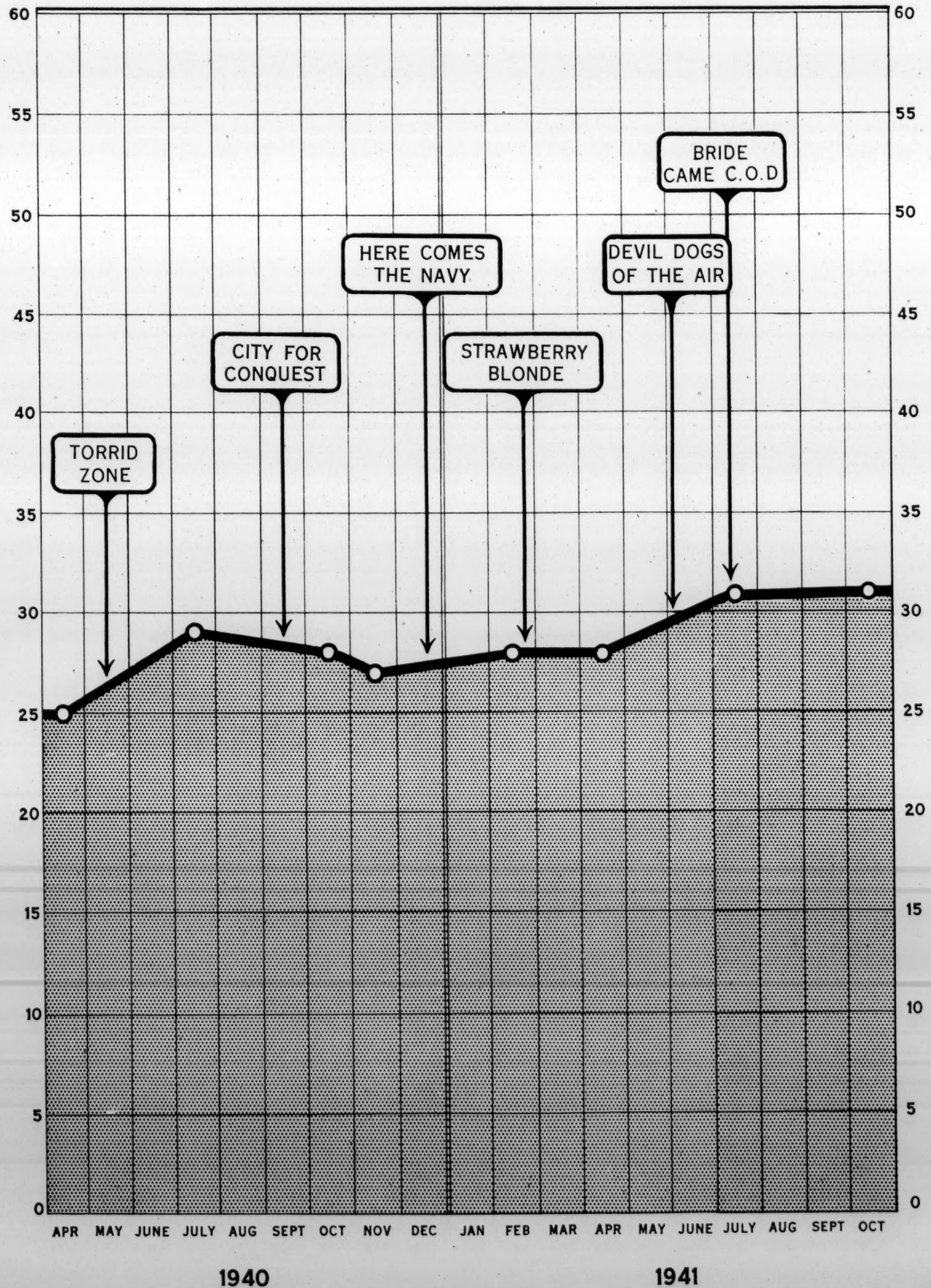
MALES	53
FEMALES	20

Boys 12-17	93
Men 18-30	40
Men 31 up	50

Girls 12-17	26
Women 18-30	18
Women 31 up	21

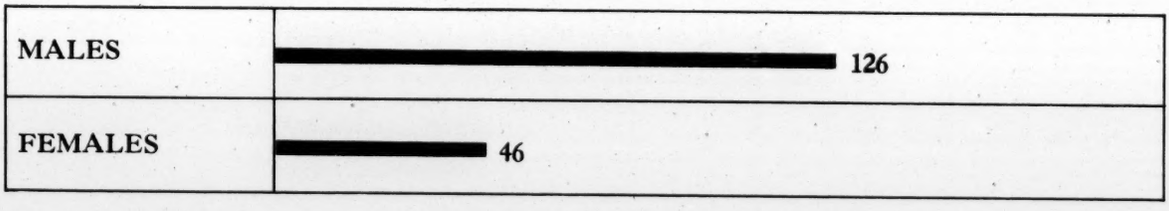
PROSPEROUS Over $50 per week	27
UPPER MIDDLE $30 to $50 per week	23
MIDDLE $20-$30 per week	37
POOR Under $20 per week	55

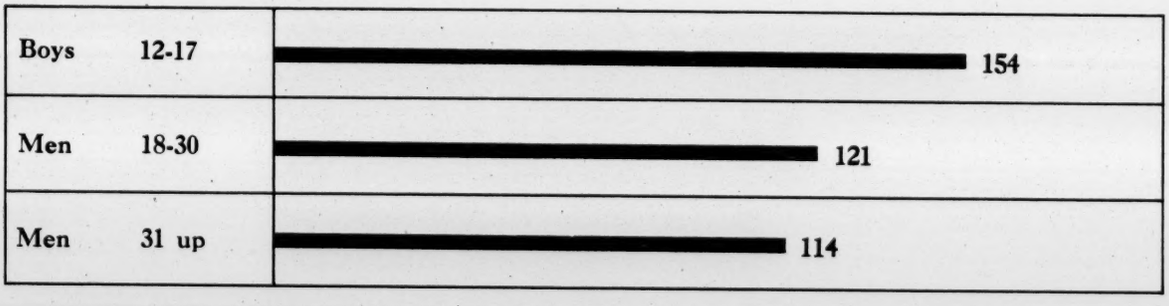
CAGNEY. JAMES
RANK. 14TH

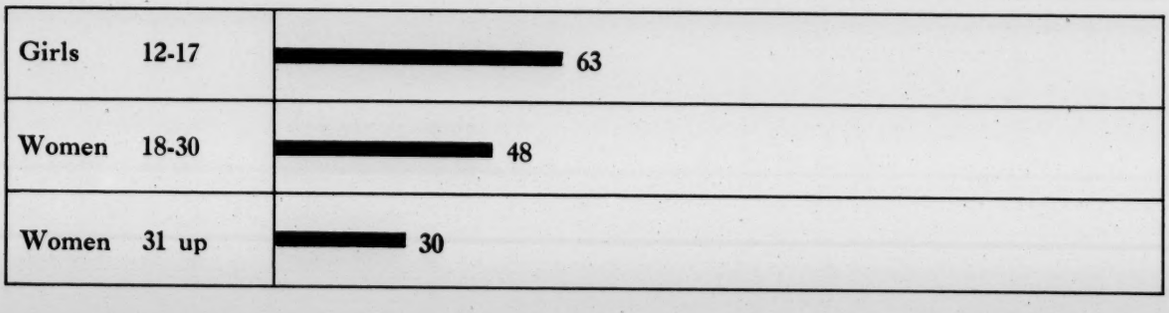


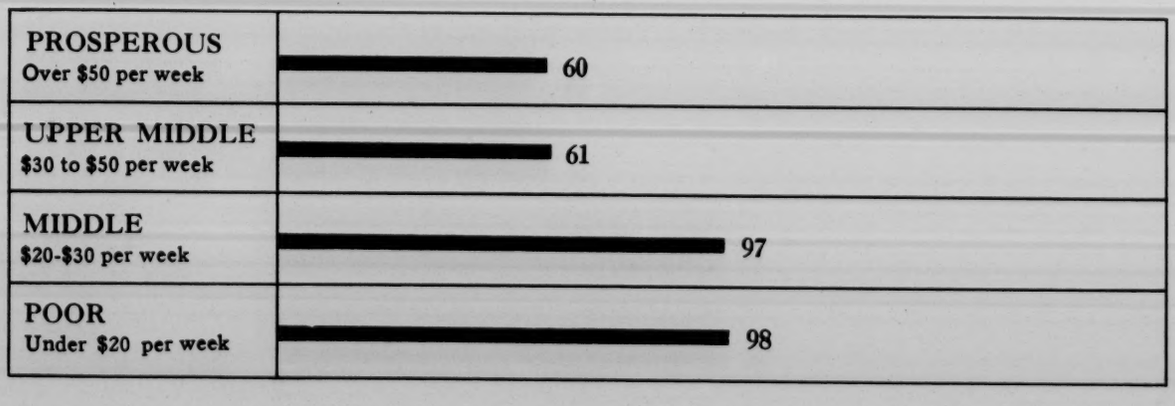
CAGNEY, James

February—April 1941



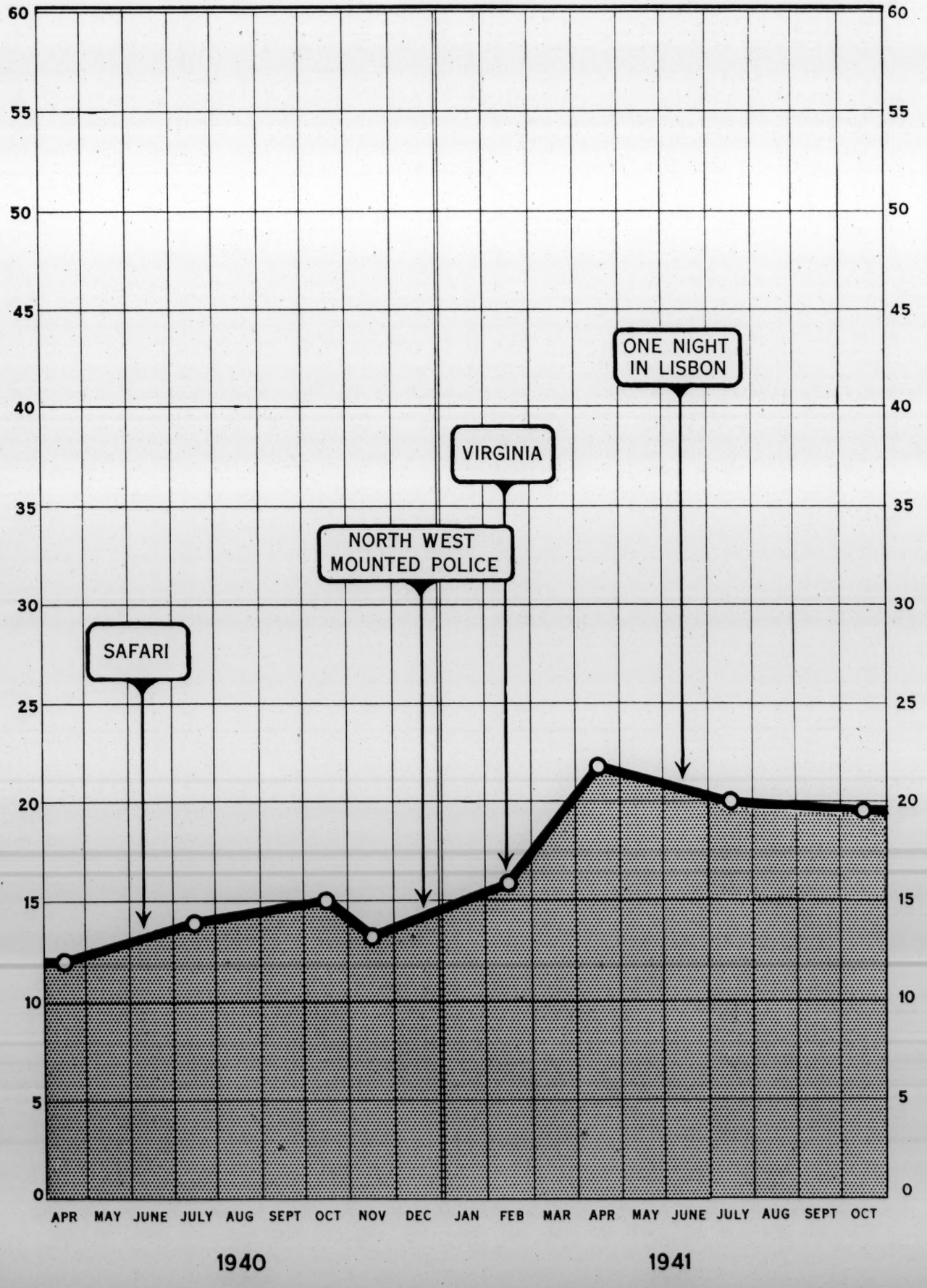






CARROLL. MADELEINE

RANK. 50TH



CARROLL, Madeleine

February—April 1941

MALES	48
FEMALES	58

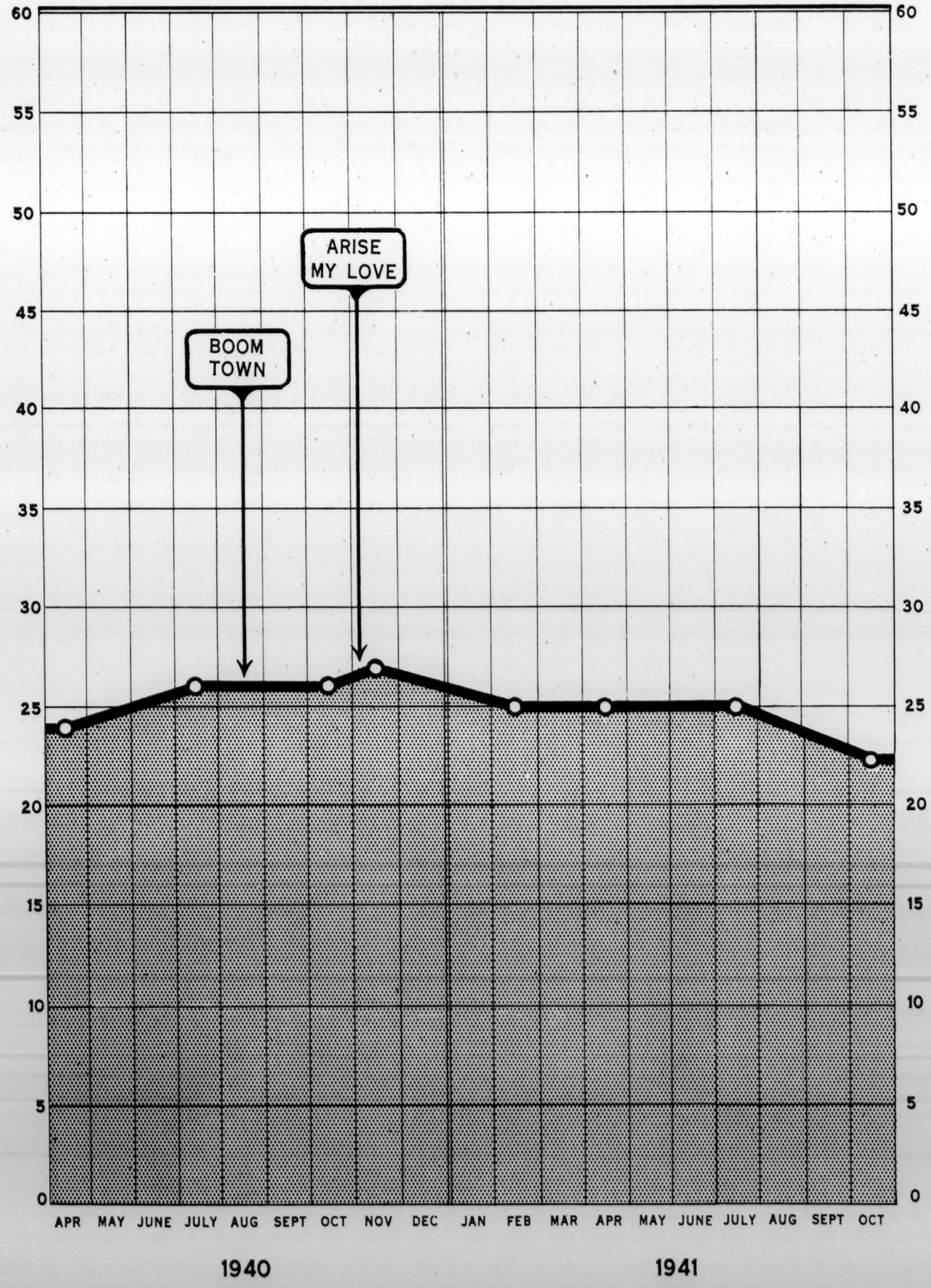
Boys 12-17	20
Men 18-30	60
Men 31 up	45

Girls 12-17	71
Women 18-30	51
Women 31 up	63

PROSPEROUS Over $50 per week	61
UPPER MIDDLE $30 to $50 per week	59
MIDDLE $20-$30 per week	51
POOR Under $20 per week	43

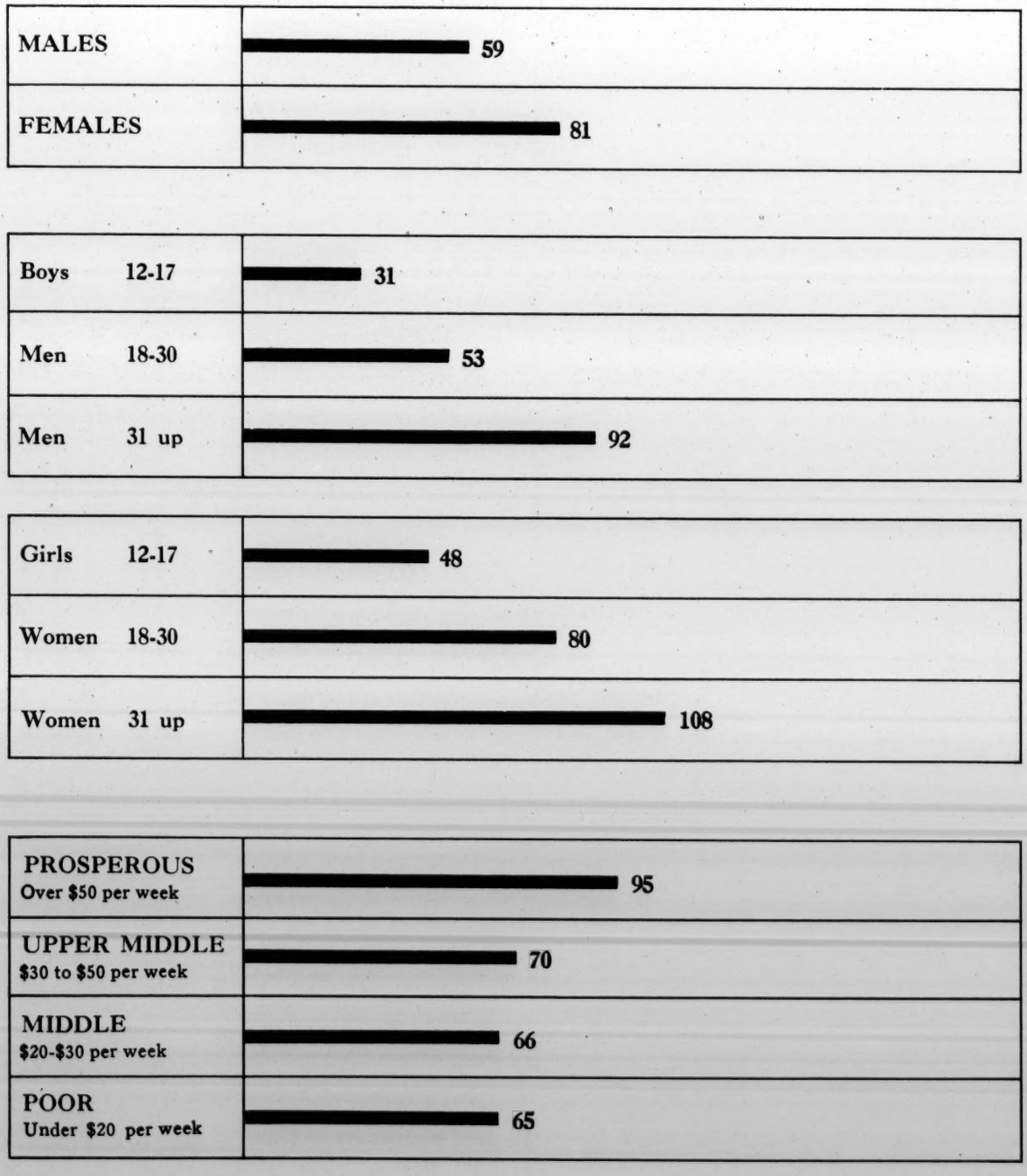
COLBERT. CLAUDETTE

RANK. 36TH

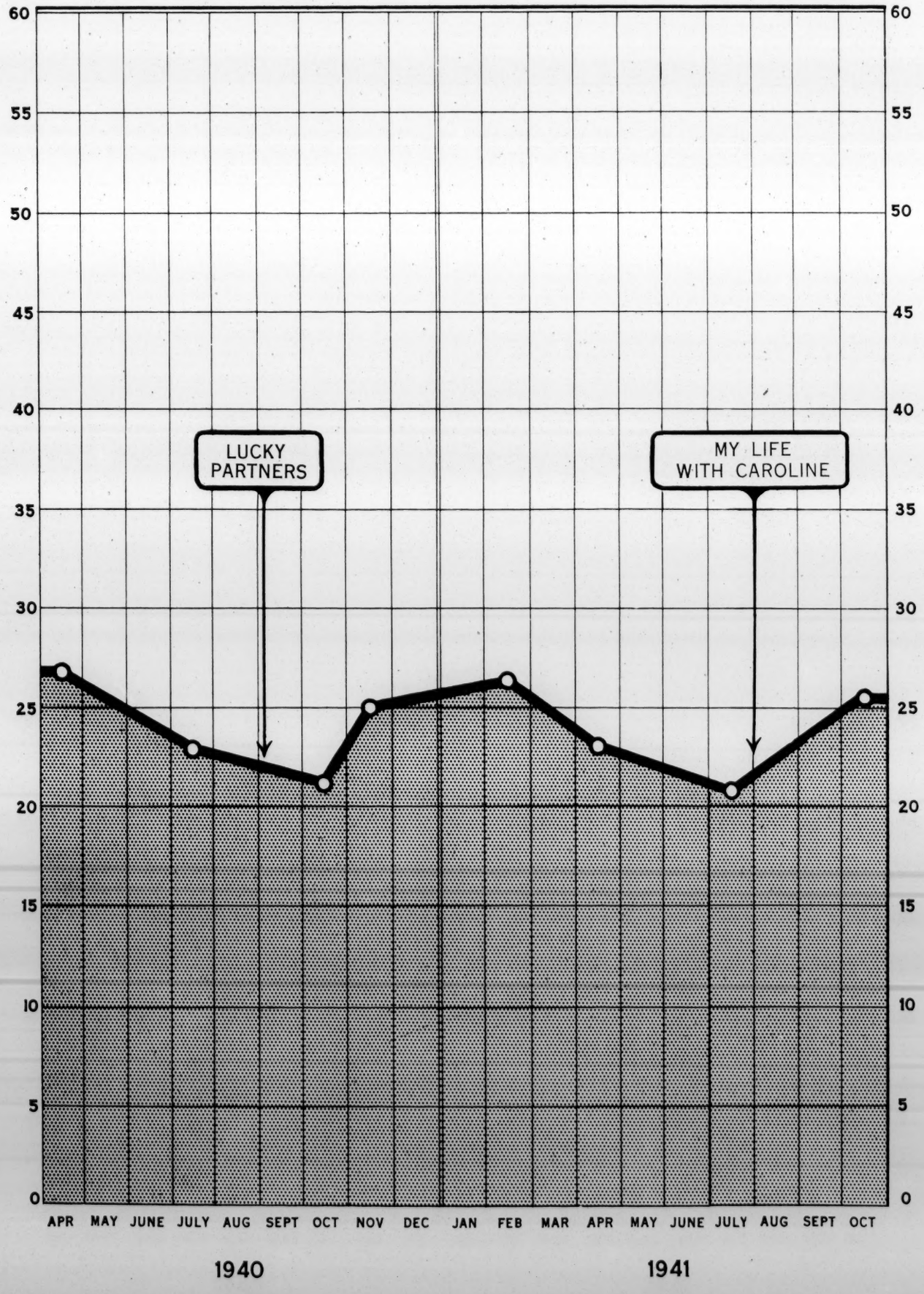


COLBERT, Claudette

February—April 1941



COLMAN, RONALD
RANK. 23RD



COLMAN, Ronald

February—April 1941

MALES	60
FEMALES	73

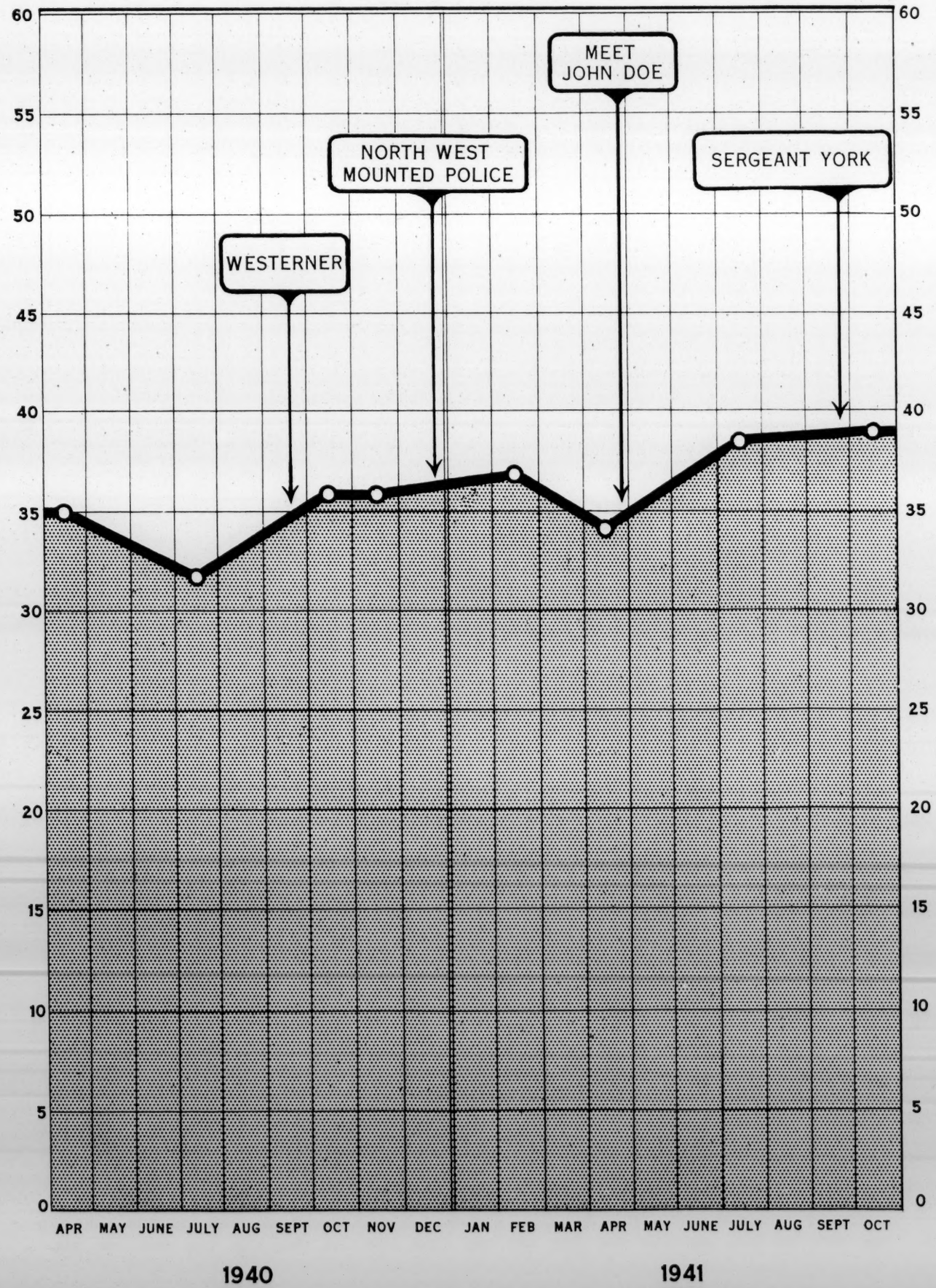
Boys 12-17	34
Men 18-30	65
Men 31 up	70

Girls 12-17	39
Women 18-30	74
Women 31 up	97

PROSPEROUS Over $50 per week	90
UPPER MIDDLE $30 to $50 per week	72
MIDDLE $20-$30 per week	62
POOR Under $20 per week	48

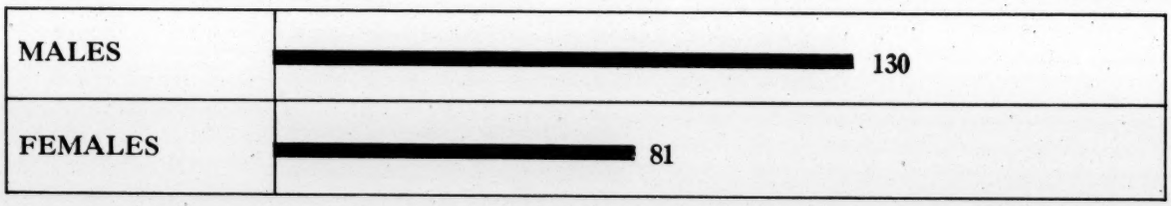
COOPER. GARY

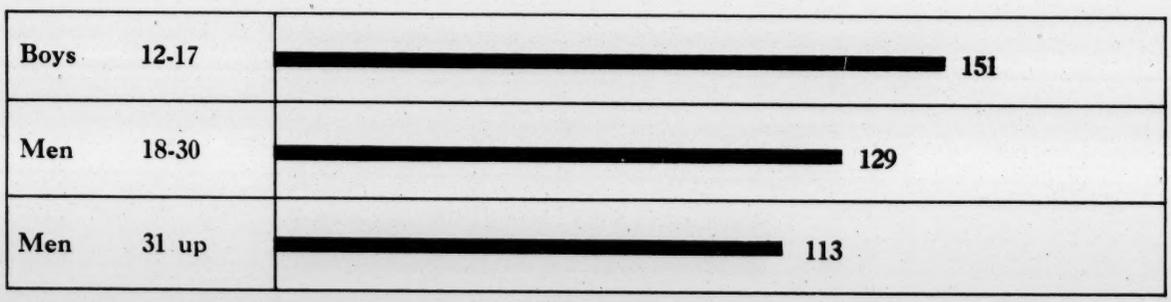
RANK. 7TH

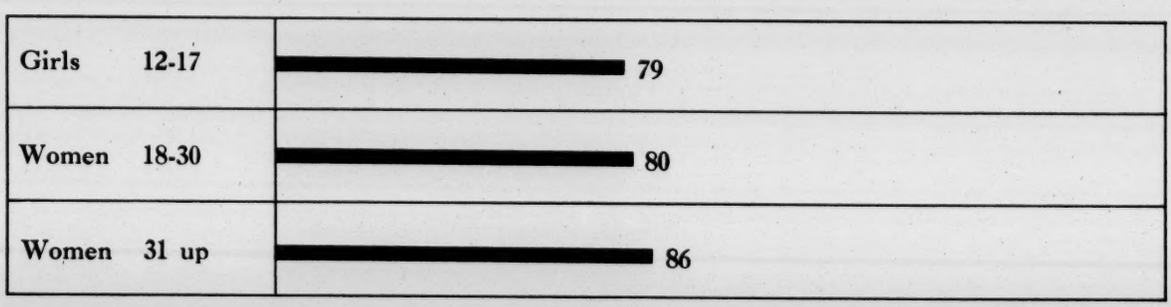


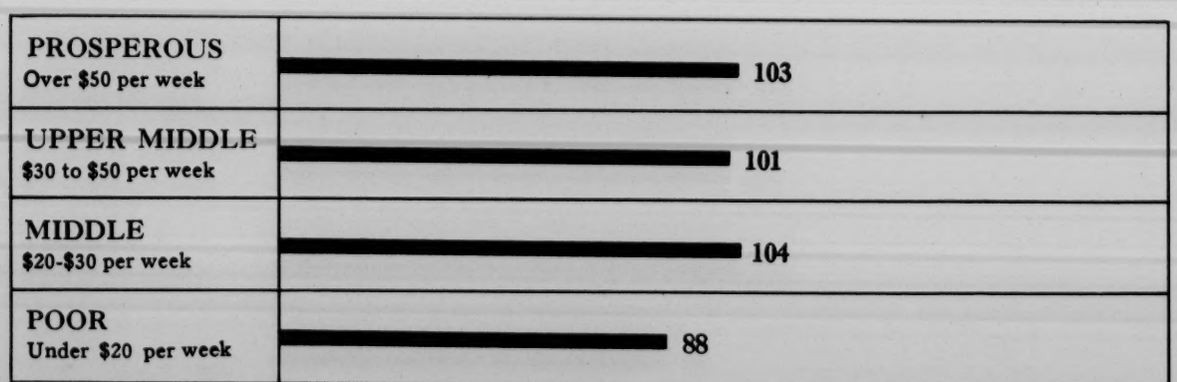
COOPER, Gary

February—April 1941

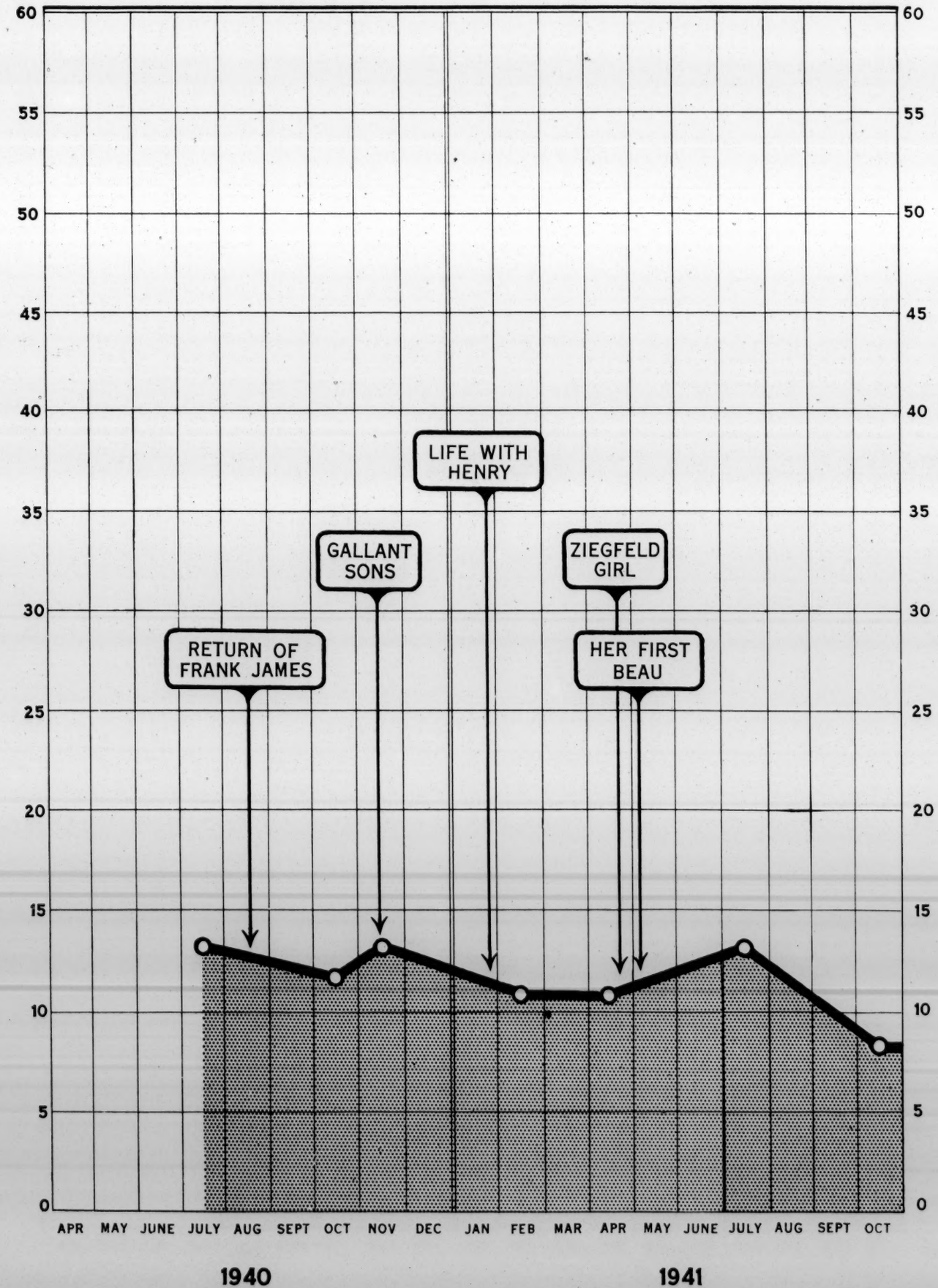








COOPER. JACKIE
RANK. 104TH



COOPER, Jackie

February—April 1941

MALES	38
FEMALES	28

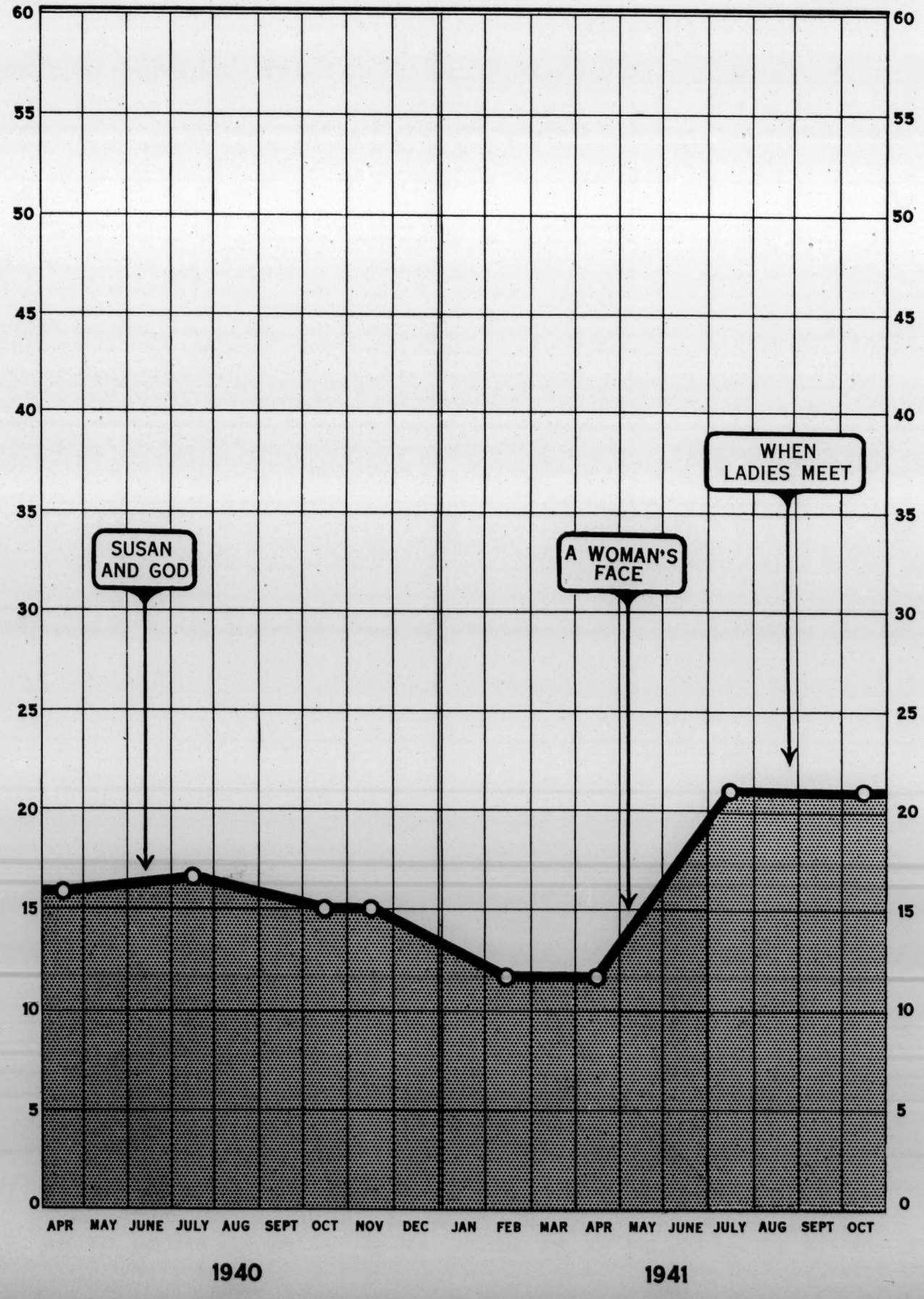
Boys 12-17	89
Men 18-30	28
Men 31 up	18

Girls 12-17	55
Women 18-30	24
Women 31 up	19

PROSPEROUS Over $50 per week	24
UPPER MIDDLE $30 to $50 per week	25
MIDDLE $20-$30 per week	36
POOR Under $20 per week	39

CRAWFORD, JOAN

RANK. 39TH



CRAWFORD, Joan

February—April 1941

MALES	25
FEMALES	40

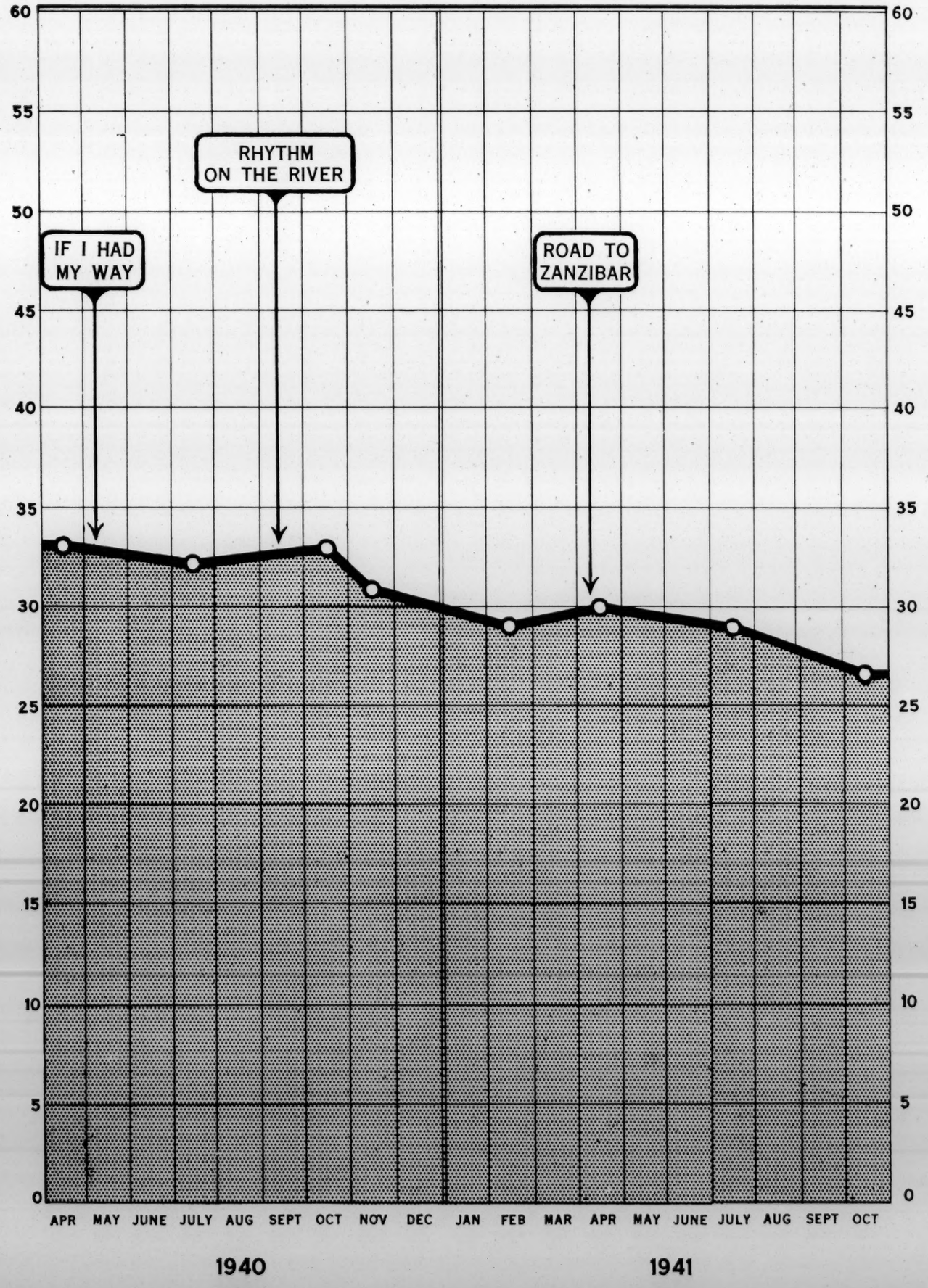
Boys 12-17	11
Men 18-30	24
Men 31 up	40

Girls 12-17	18
Women 18-30	42
Women 31 up	54

PROSPEROUS Over $50 per week	18
UPPER MIDDLE $30 to $50 per week	39
MIDDLE $20-$30 per week	35
POOR Under $20 per week	35

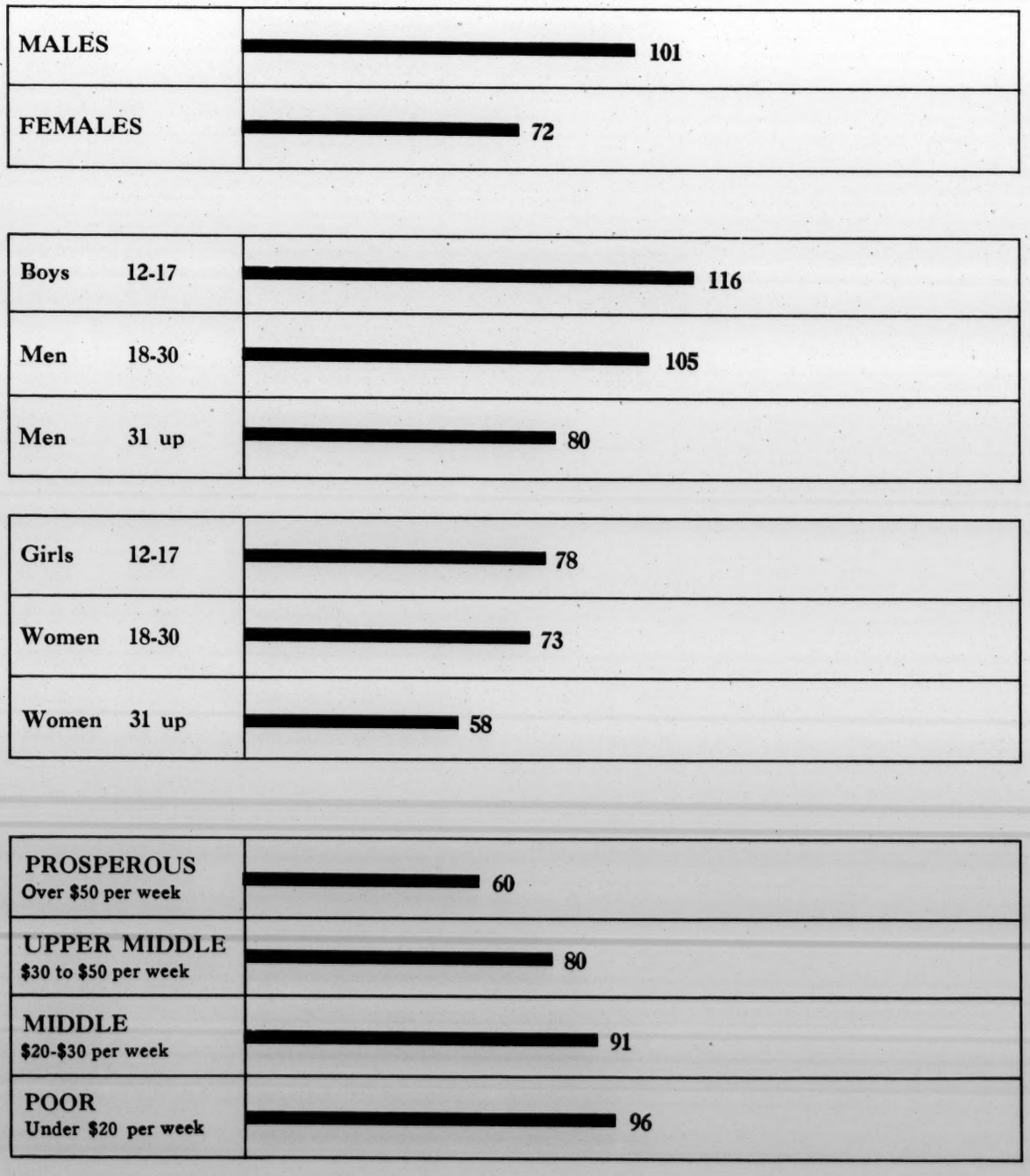
CROSBY, BING

RANK. 20TH



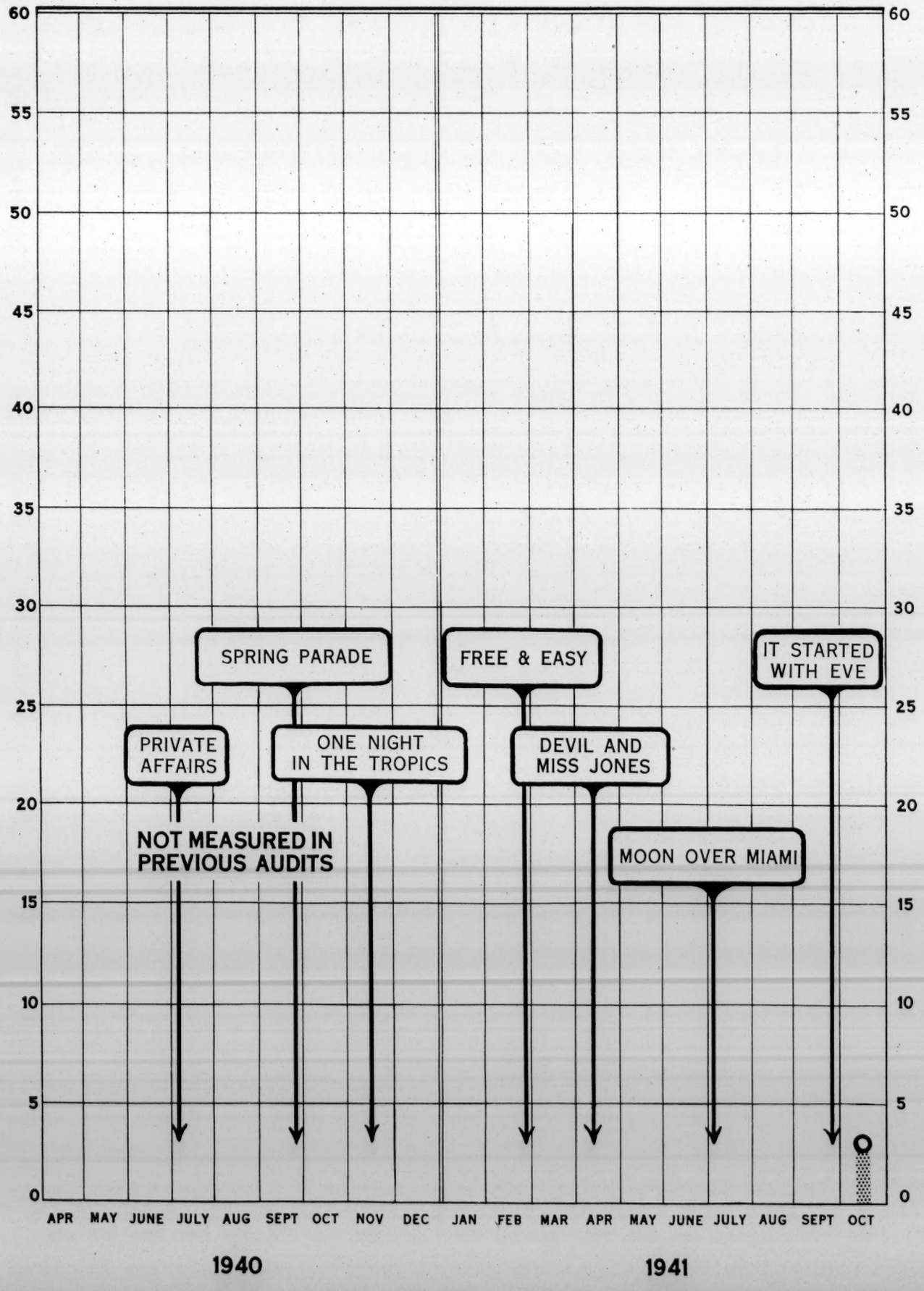
CROSBY, Bing

February—April 1941

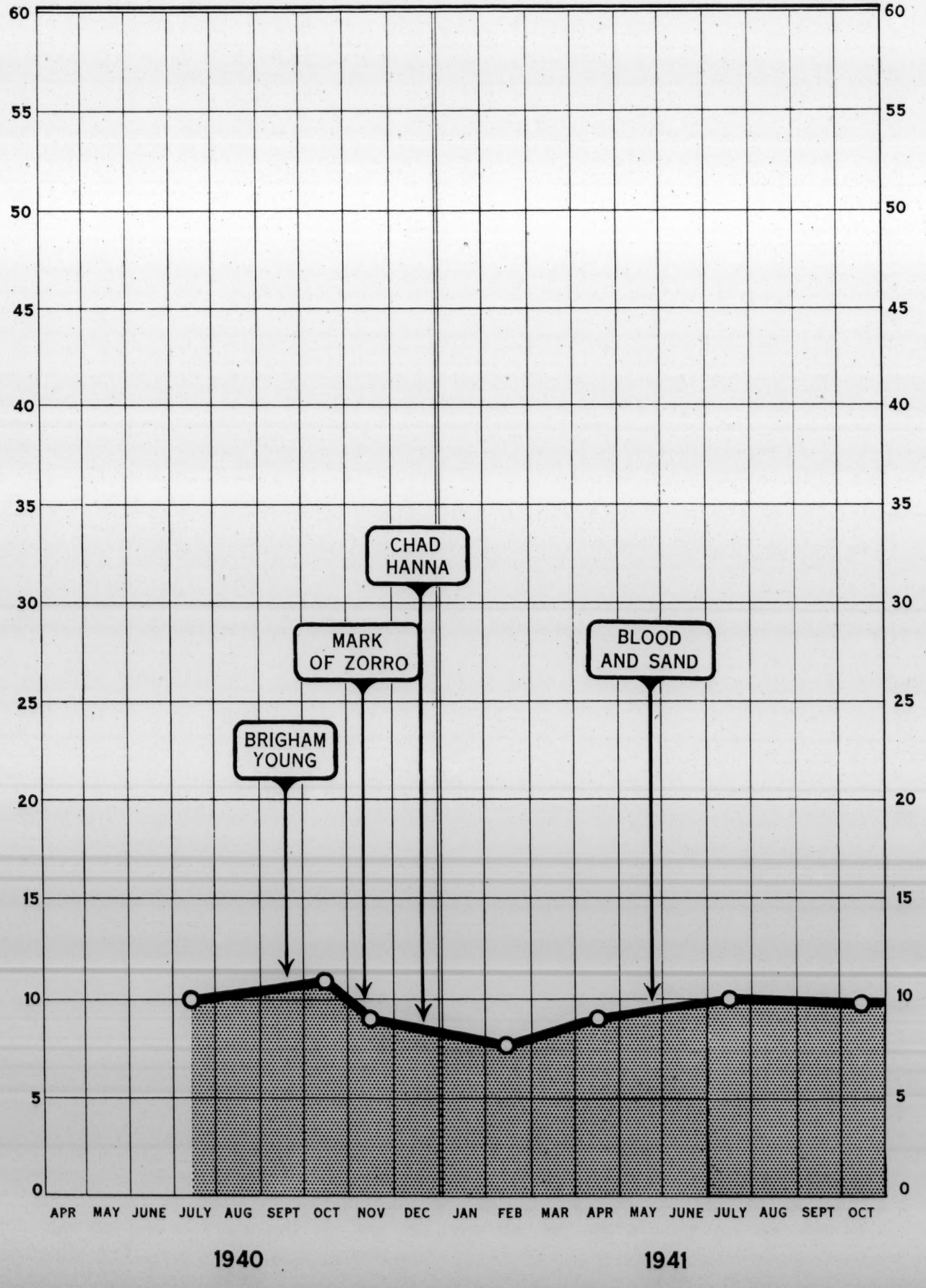


CUMMINGS. ROBERT

RANK. 150TH



DARNELL. LINDA
RANK. 93RD



DARNELL, Linda

February—April 1941

MALES	24
FEMALES	24

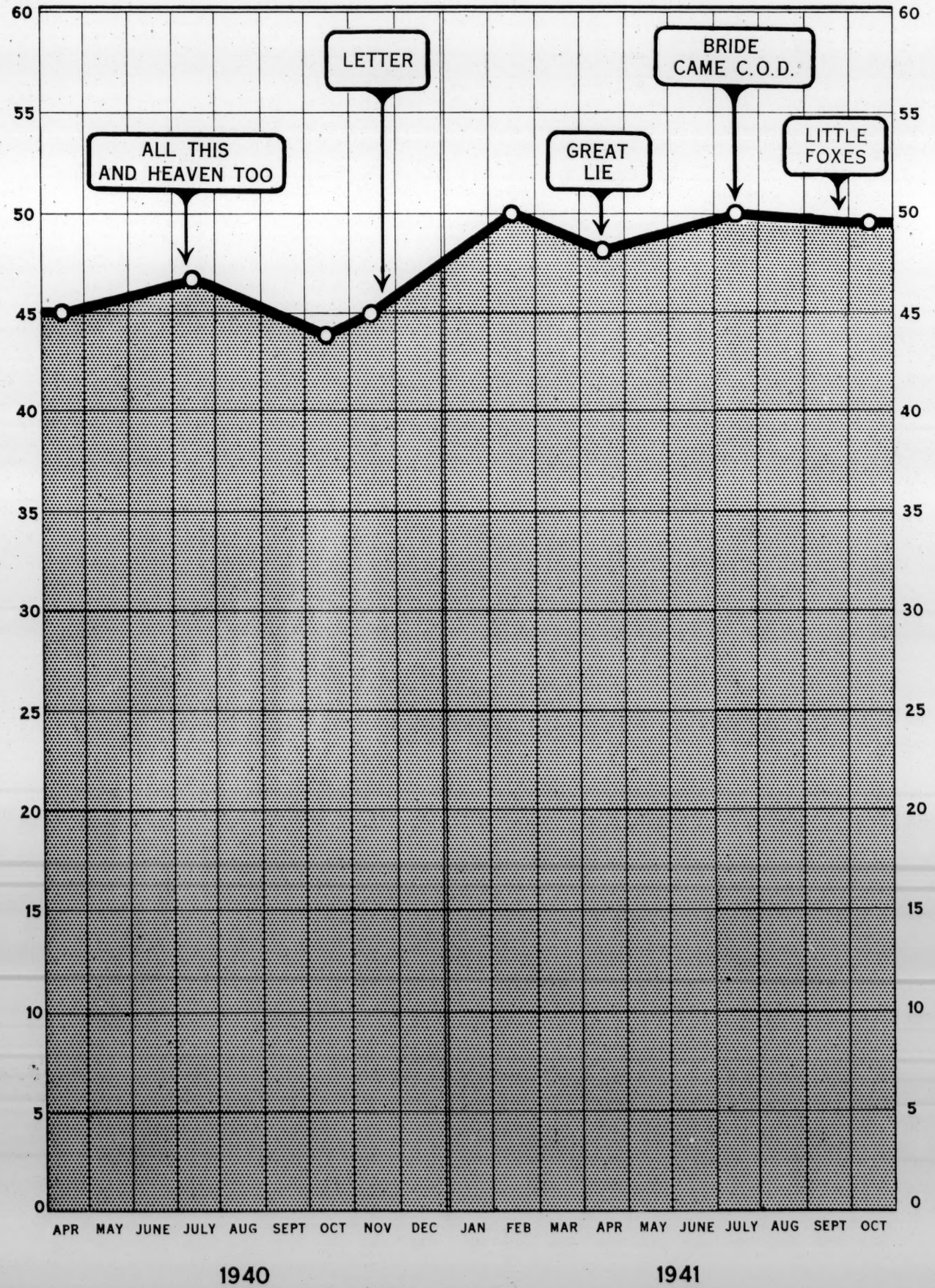
Boys 12-17	21
Men 18-30	33
Men 31 up	6

Girls 12-17	55
Women 18-30	23
Women 31 up	5

PROSPEROUS Over $50 per week	18
UPPER MIDDLE $30 to $50 per week	24
MIDDLE $20-$30 per week	40
POOR Under $20 per week	25

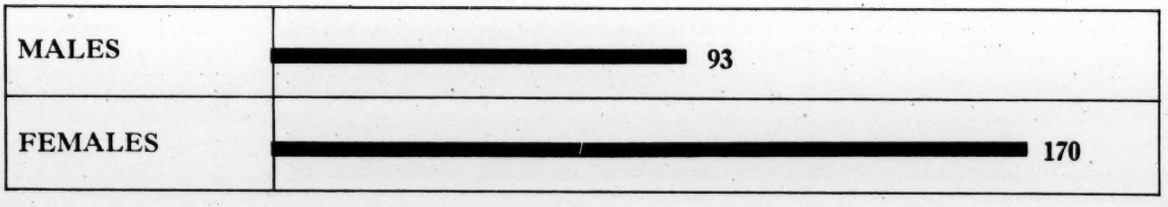
DAVIS. BETTE

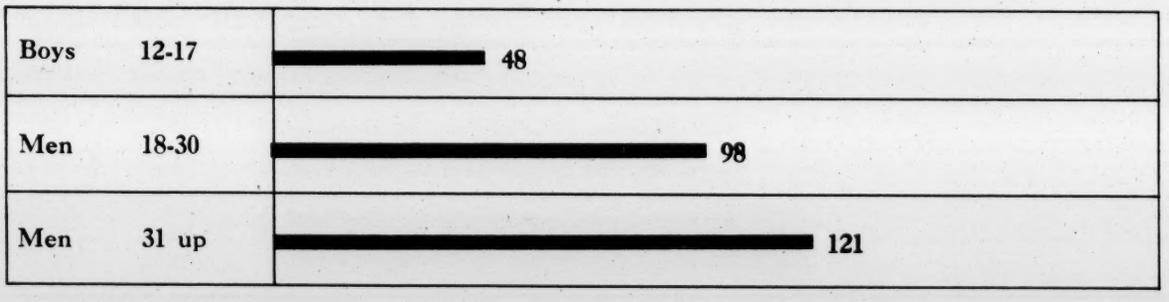
RANK. 3RD

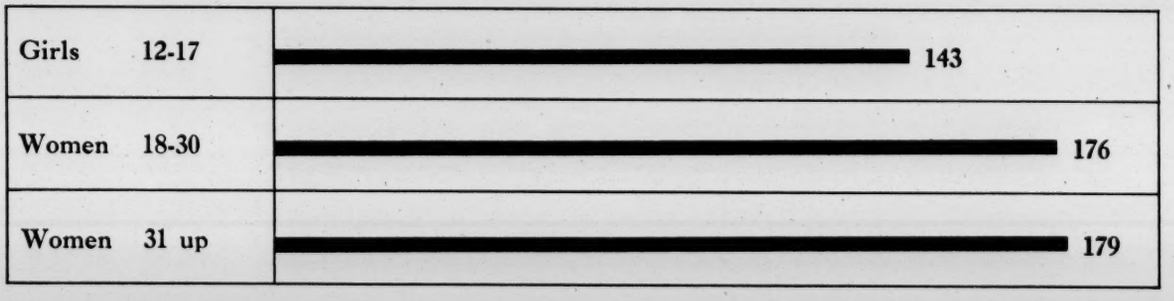


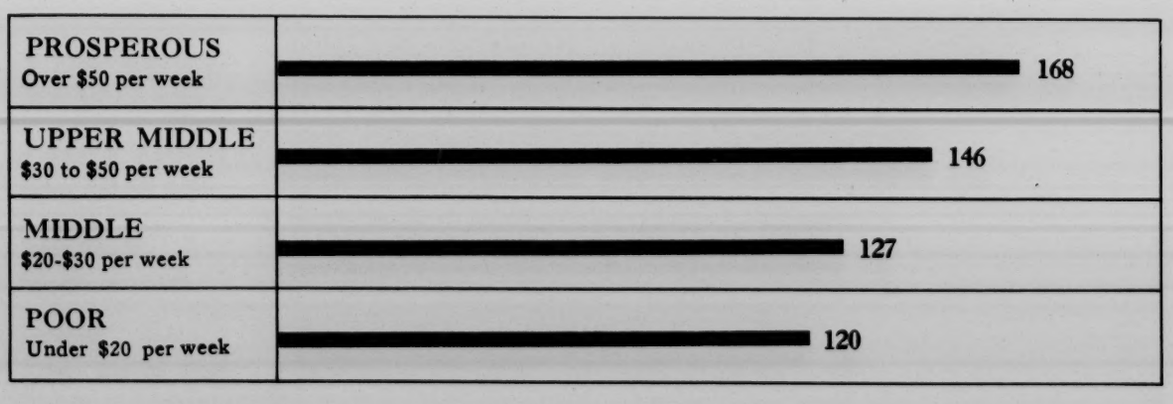
DAVIS, Bette

February—April 1941

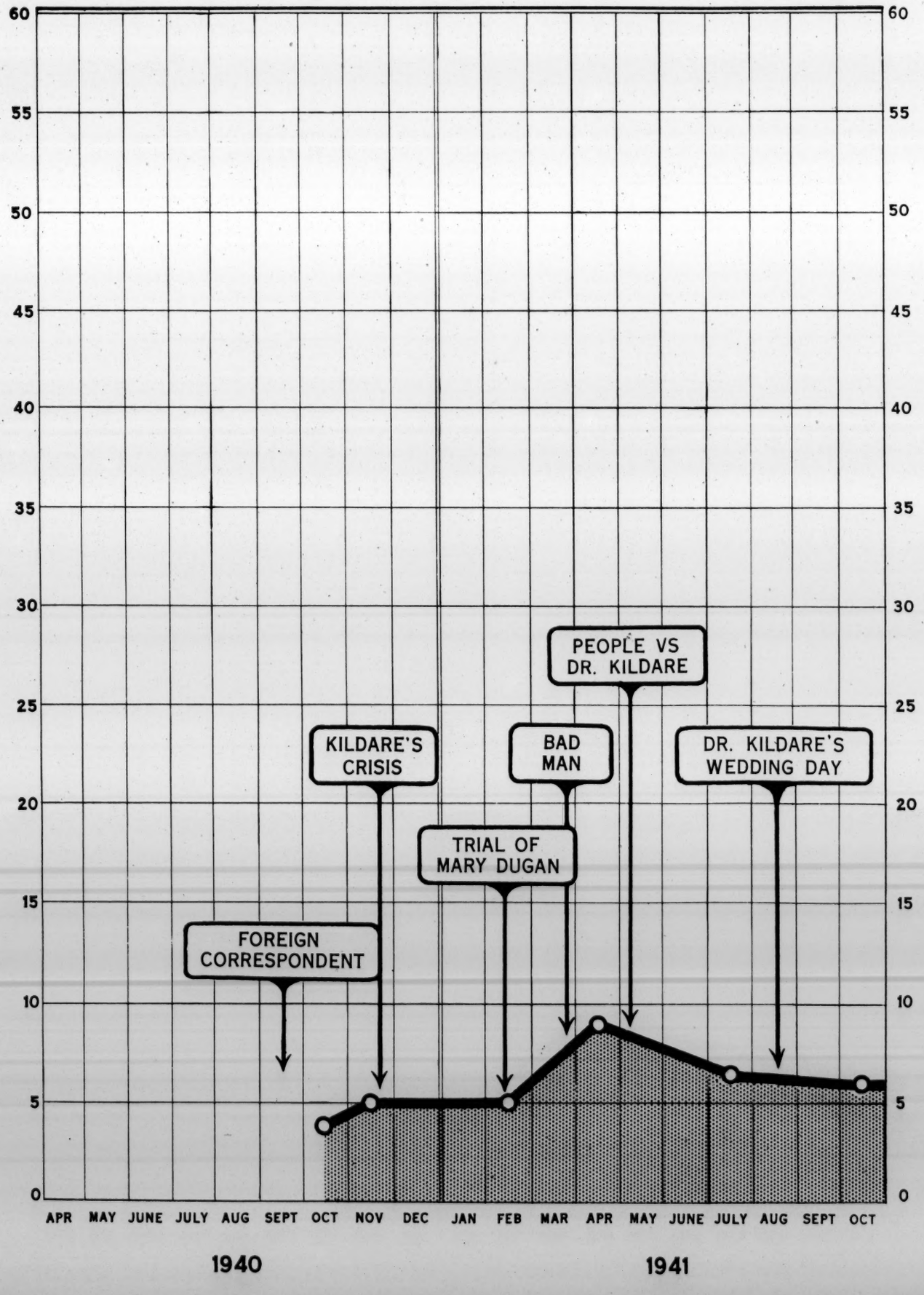








DAY. LARAINE
RANK. 114TH



DAY, Laraine

February—April 1941

MALES	16
FEMALES	21

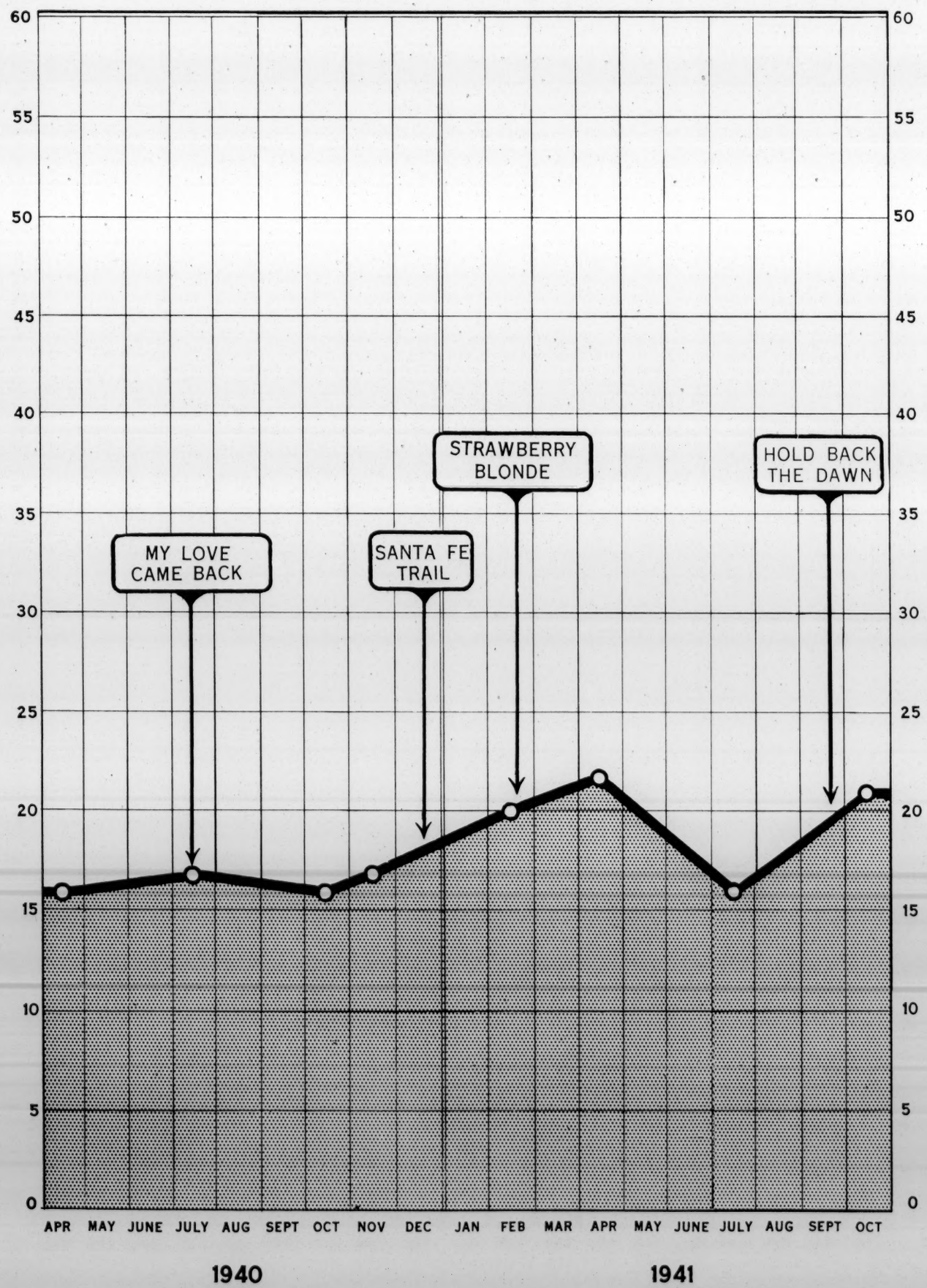
Boys 12-17	12
Men 18-30	22
Men 31 up	7

Girls 12-17	26
Women 18-30	24
Women 31 up	8

PROSPEROUS Over $50 per week	19
UPPER MIDDLE $30 to $50 per week	14
MIDDLE $20-$30 per week	25
POOR Under $20 per week	20

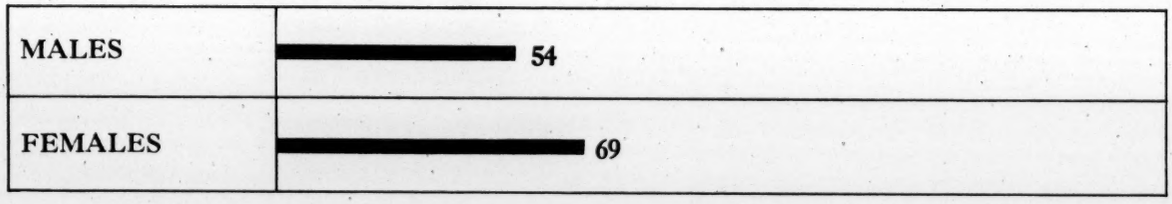
DE HAVILLAND. OLIVIA

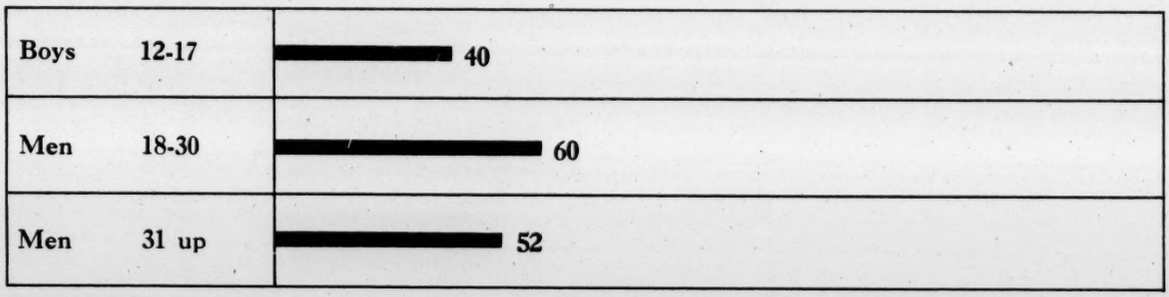
RANK. 39TH

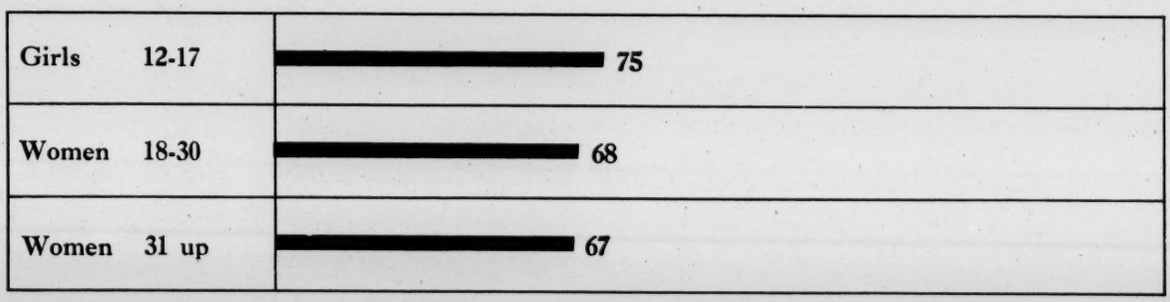


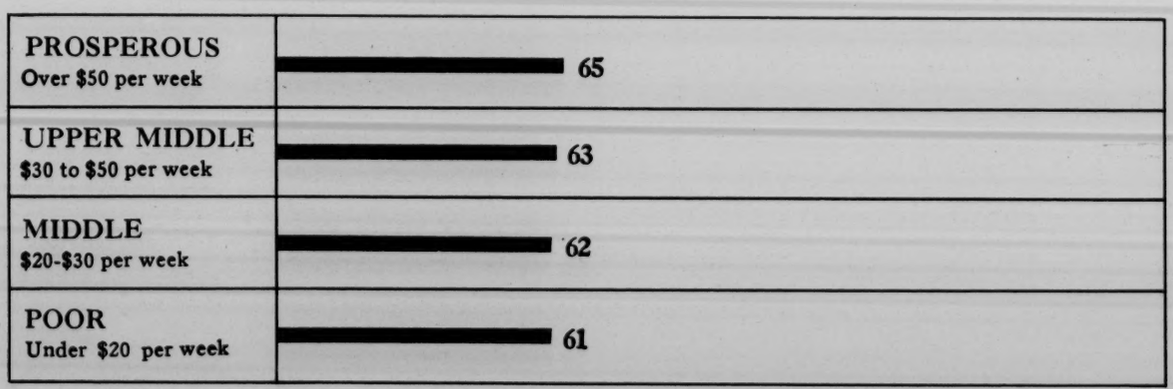
De HAVILLAND, Olivia

February—April 1941



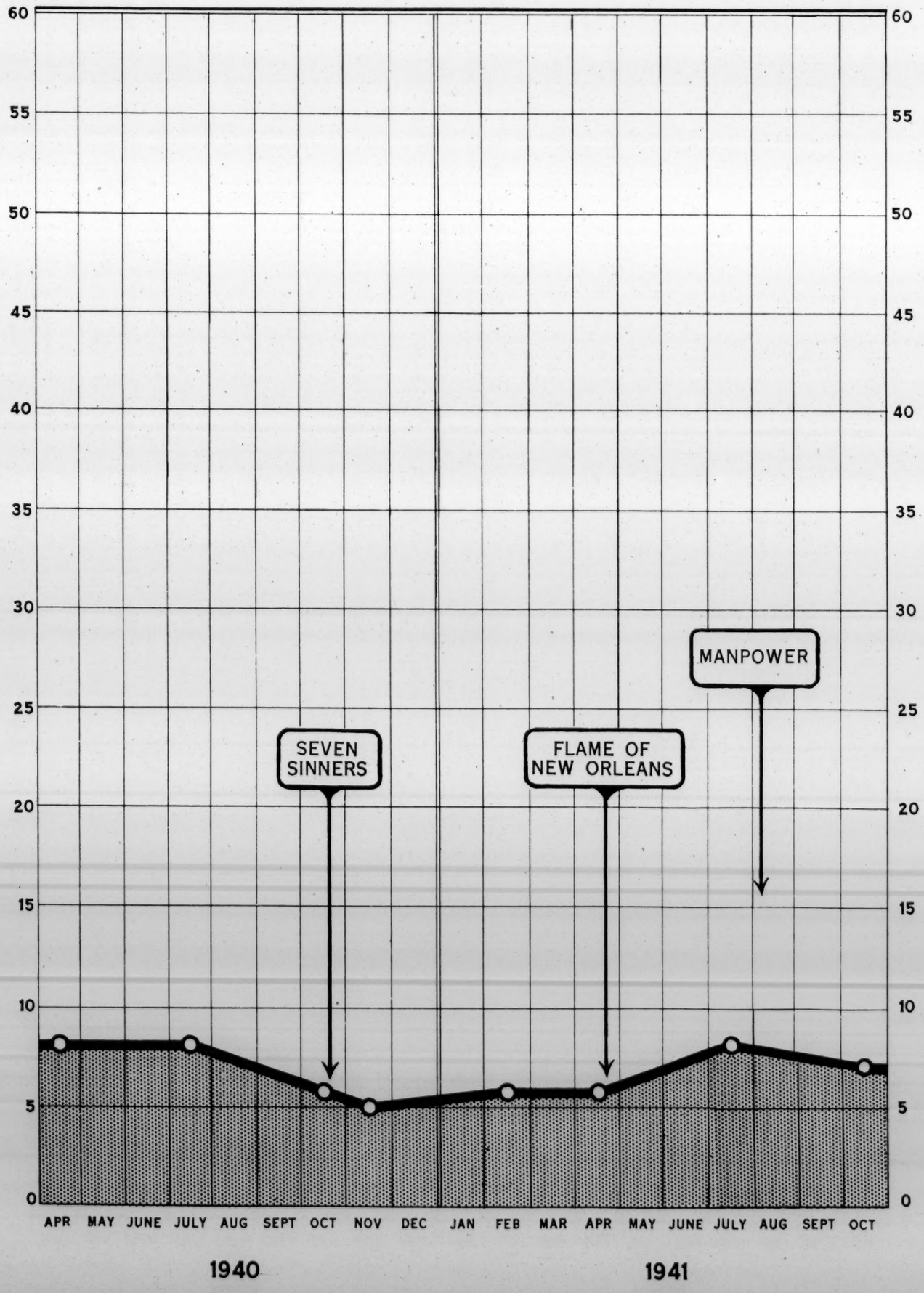






DIETRICH. MARLENE

RANK. 111TH



DIETRICH, Marlene

February—April 1941

MALES	16
FEMALES	20

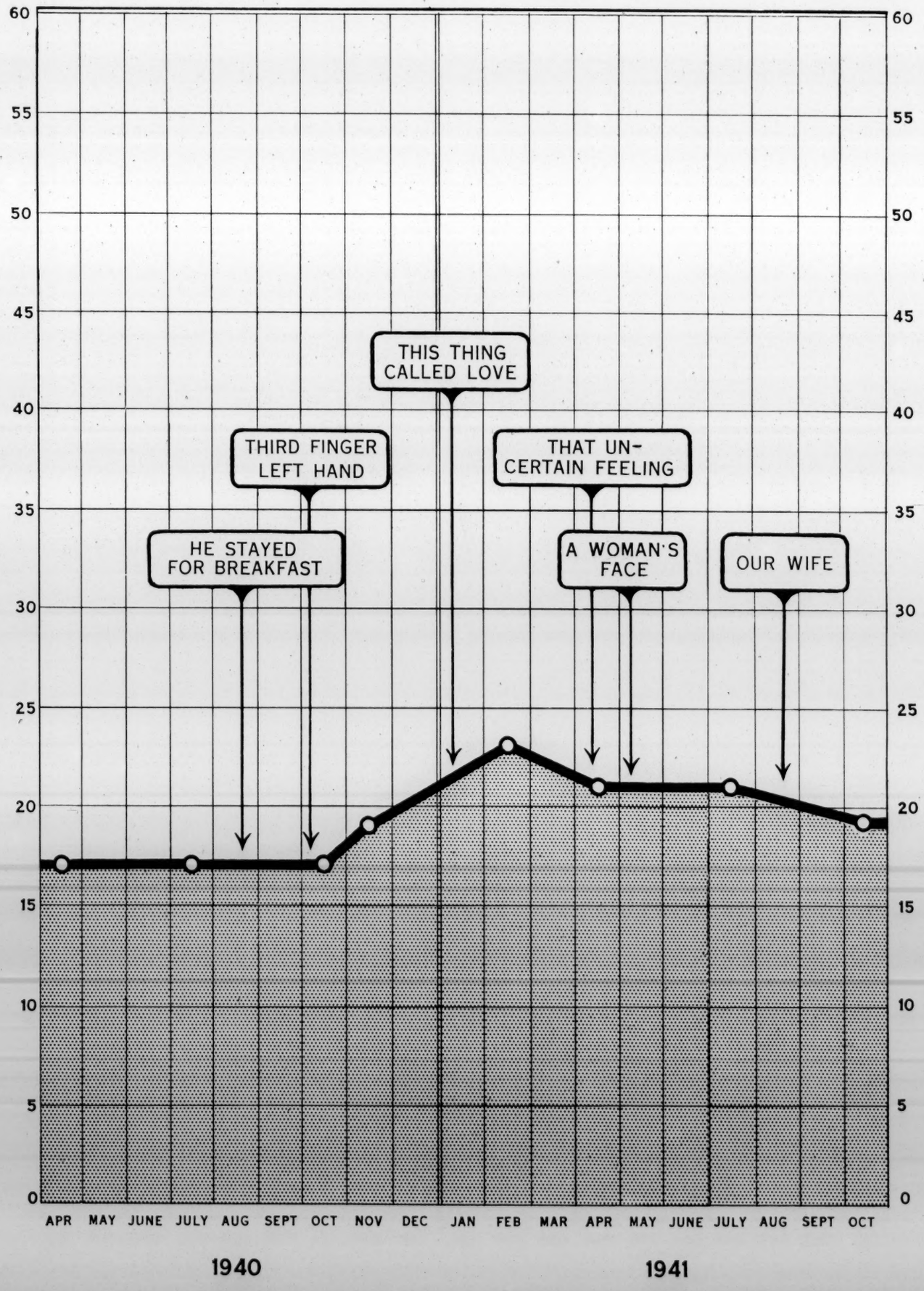
Boys 12-17	7
Men 18-30	14
Men 31 up	26

Girls 12-17	9
Women 18-30	23
Women 31 up	22

PROSPEROUS Over $50 per week	22
UPPER MIDDLE $30 to $50 per week	15
MIDDLE $20-$30 per week	20
POOR Under $20 per week	16

DOUGLAS. MELVYN

RANK. 52ND



DOUGLAS, Melvyn

February—April 1941

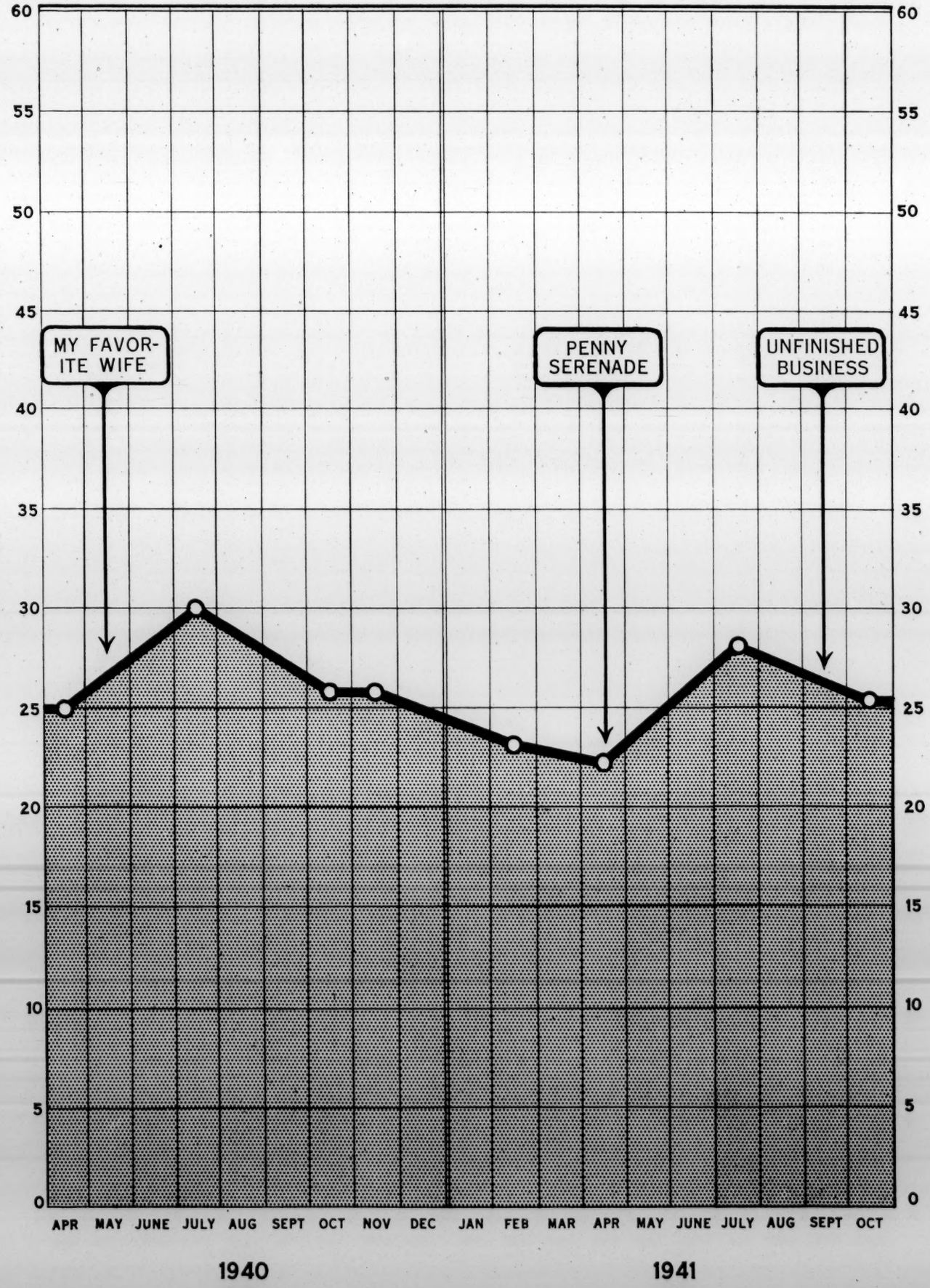
MALES	49
FEMALES	69

Boys 12-17	47
Men 18-30	51
Men 31 up	46

Girls 12-17	36
Women 18-30	81
Women 31 up	67

PROSPEROUS Over $50 per week	72
UPPER MIDDLE $30 to $50 per week	71
MIDDLE $20-$30 per week	57
POOR Under $20 per week	35

DUNNE. IRENE
RANK. 25TH



DUNNE, Irene

February—April 1941

MALES	41
FEMALES	80

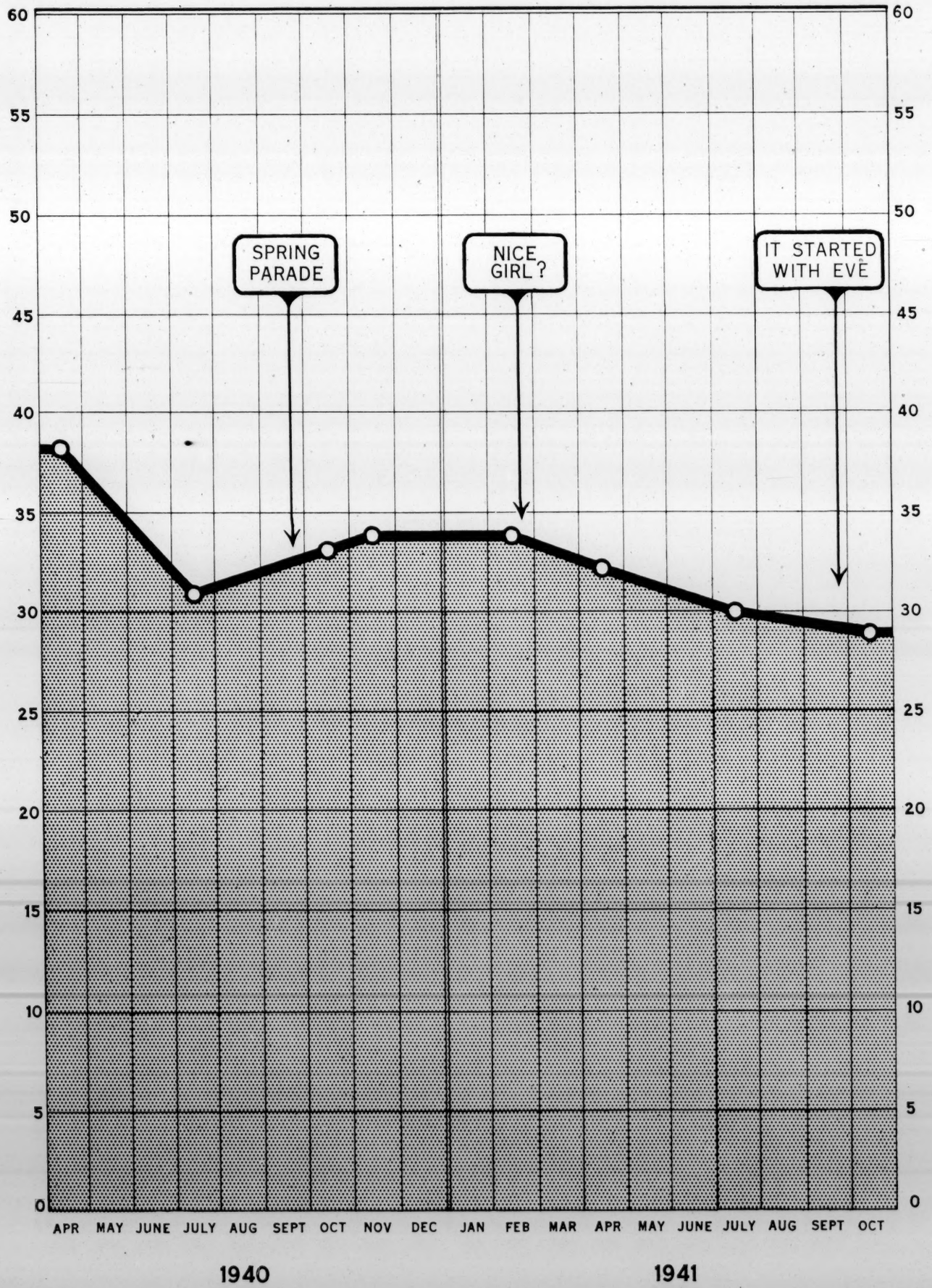
Boys 12-17	14
Men 18-30	38
Men 31 up	70

Girls 12-17	38
Women 18-30	81
Women 31 up	110

PROSPEROUS Over $50 per week	84
UPPER MIDDLE $30 to $50 per week	70
MIDDLE $20-$30 per week	55
POOR Under $20 per week	48

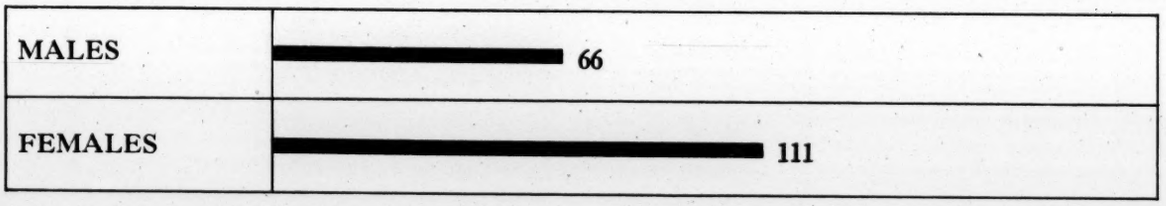
DURBIN, DEANNA

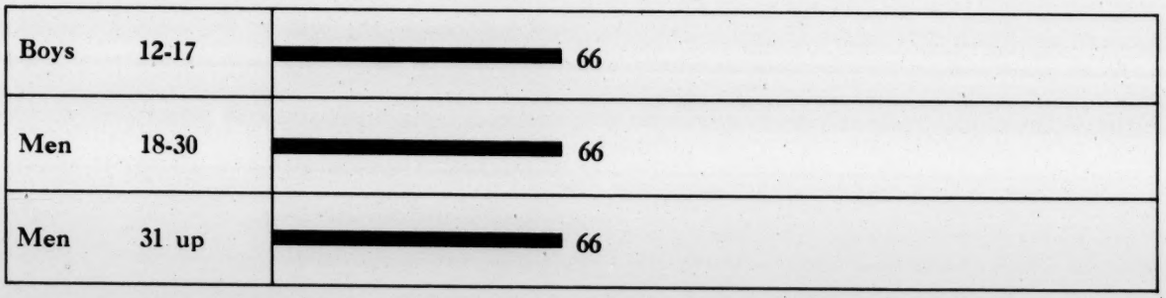
RANK. 15TH

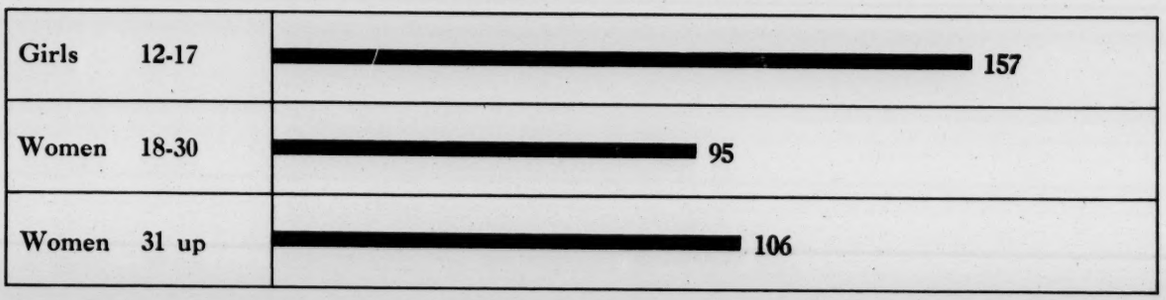


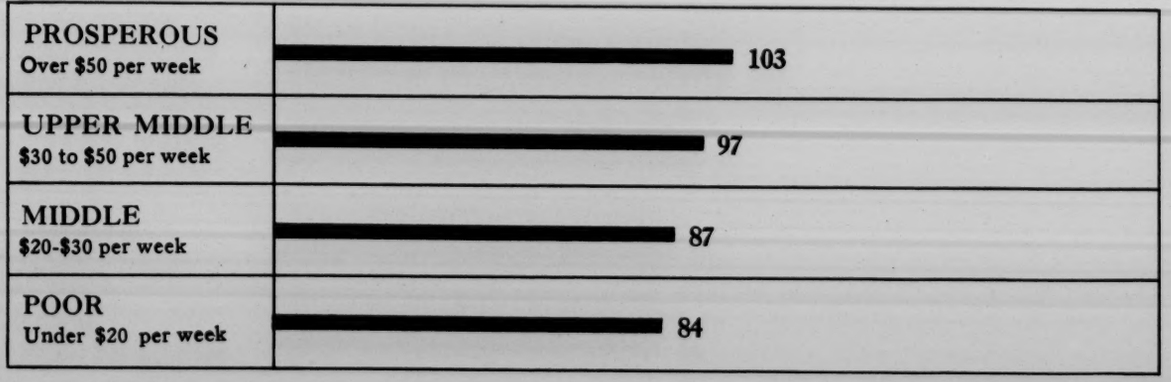
DURBIN, Deanna

February—April 1941

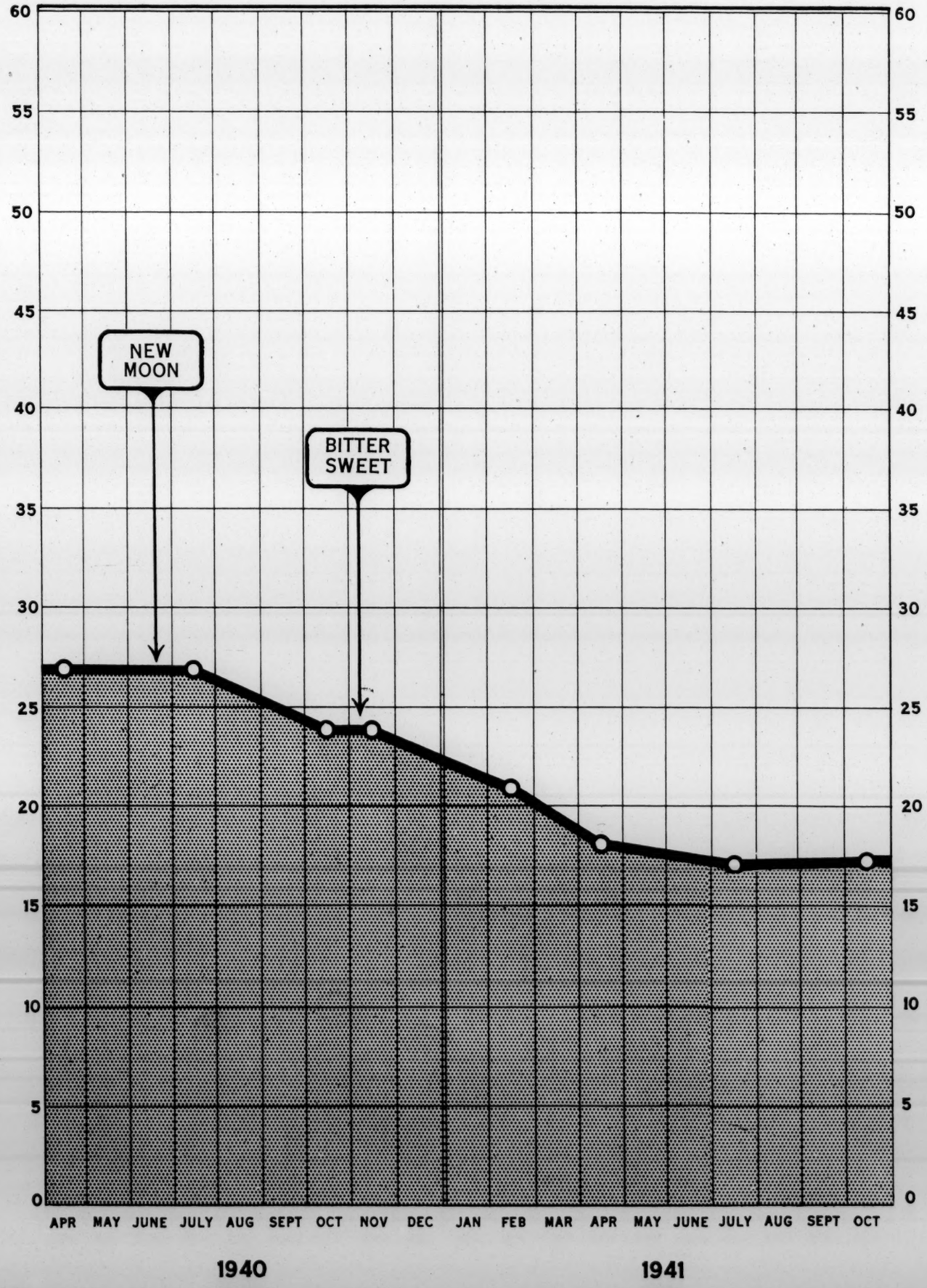








EDDY. NELSON
RANK. 57TH



EDDY, Nelson

February—April 1941

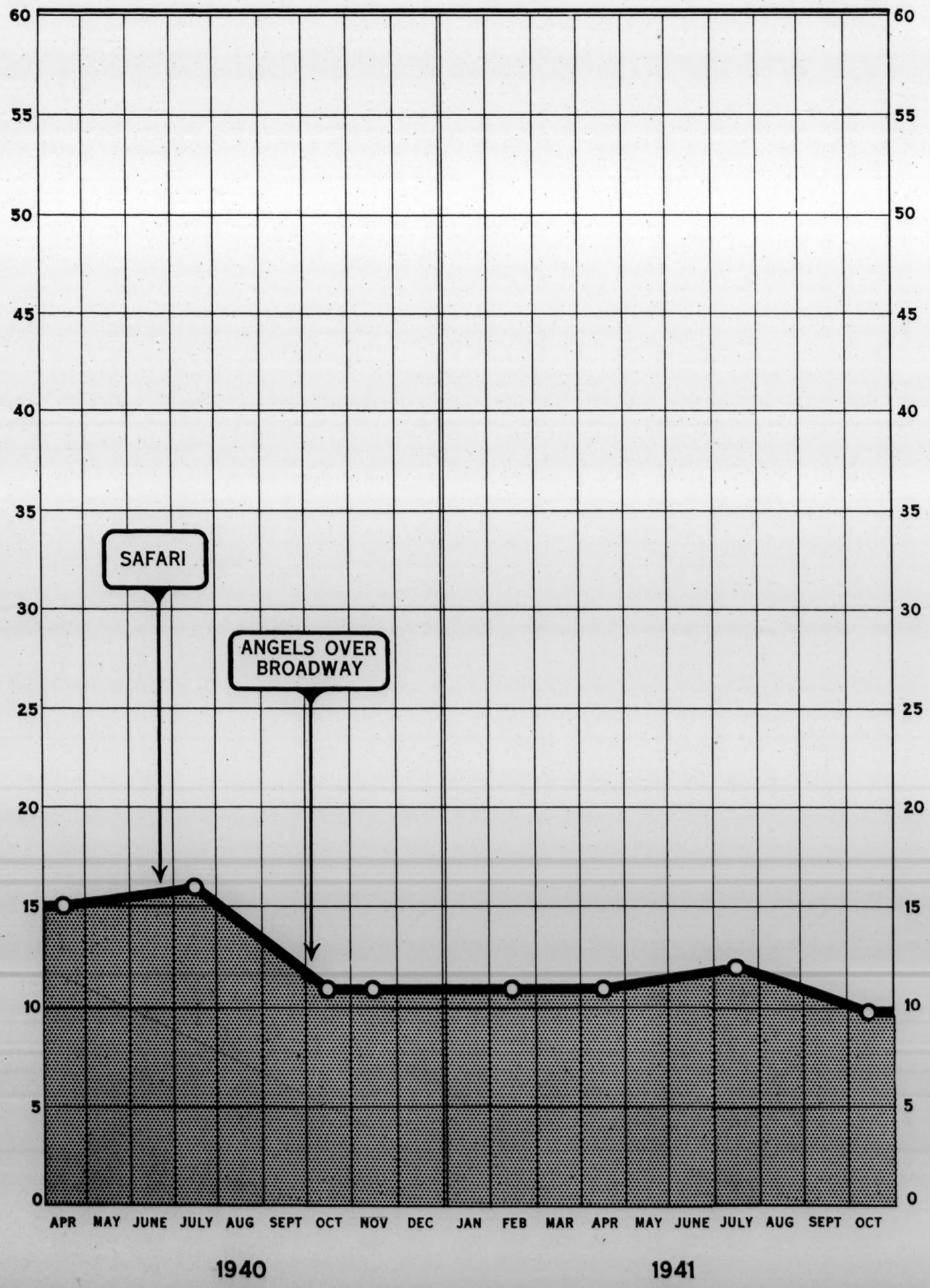
MALES	41
FEMALES	64

Boys 12-17	30
Men 18-30	37
Men 31 up	60

Girls 12-17	57
Women 18-30	58
Women 31 up	84

PROSPEROUS Over $50 per week	61
UPPER MIDDLE $30 to $50 per week	55
MIDDLE $20-$30 per week	53
POOR Under $20 per week	52

FAIRBANKS. DOUGLAS. JR.
RANK. 93RD



FAIRBANKS, Douglas, Jr.

February—April 1941

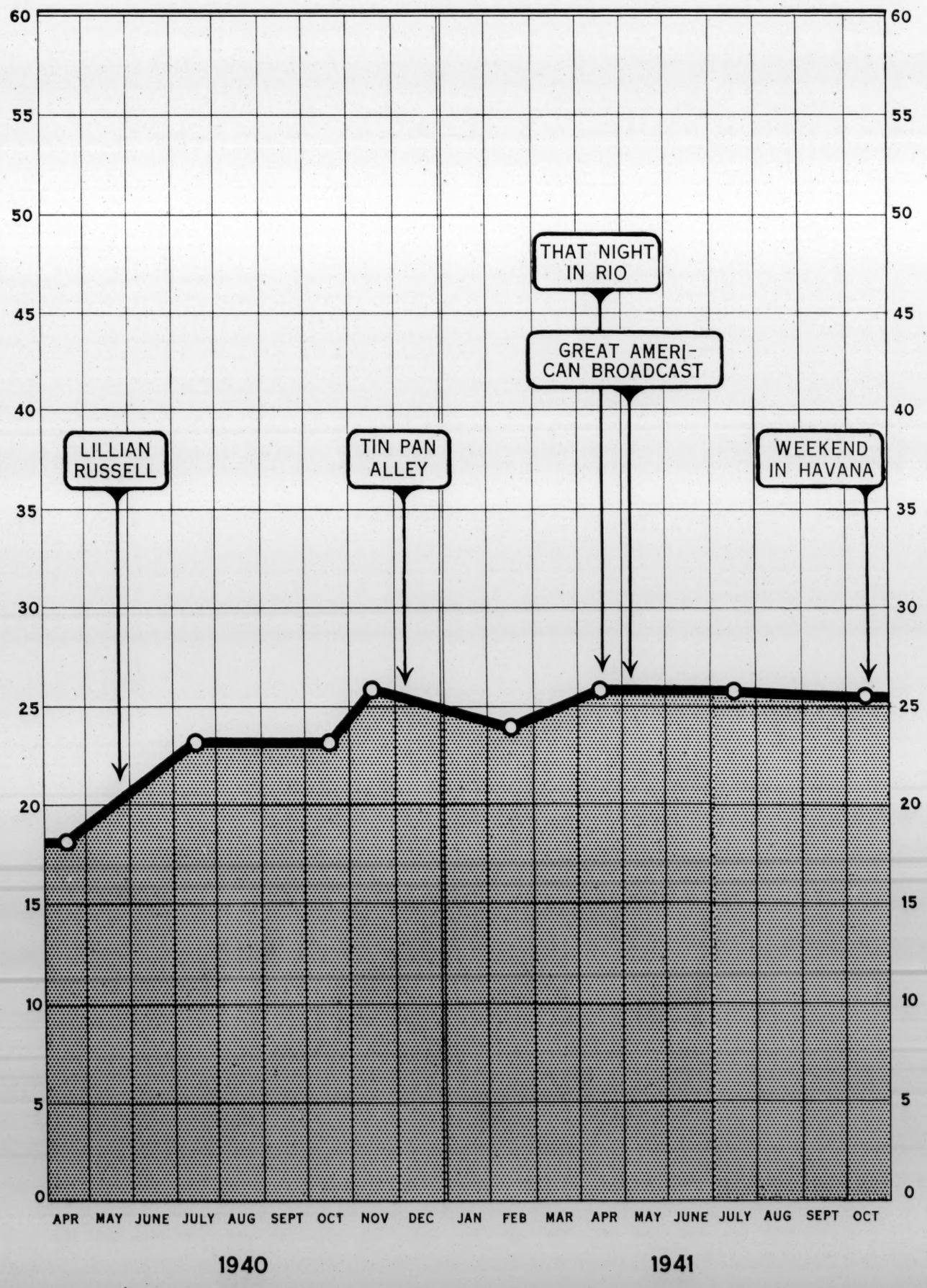
MALES	40
FEMALES	27

Boys 12-17	47
Men 18-30	40
Men 31 up	33

Girls 12-17	29
Women 18-30	28
Women 31 up	25

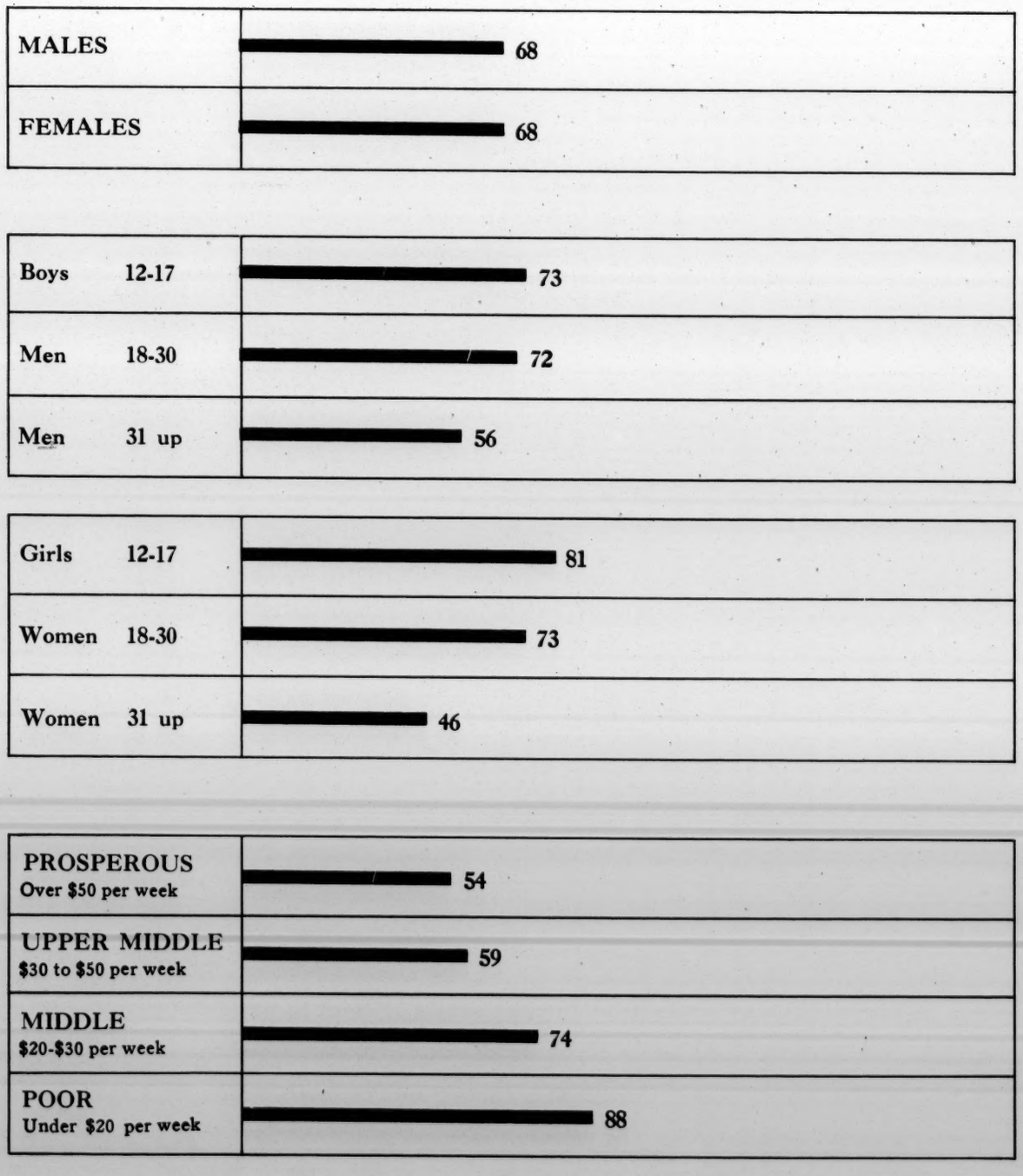
PROSPEROUS Over $50 per week	35
UPPER MIDDLE $30 to $50 per week	29
MIDDLE $20-$30 per week	31
POOR Under $20 per week	37

FAYE. ALICE
RANK. 23RD



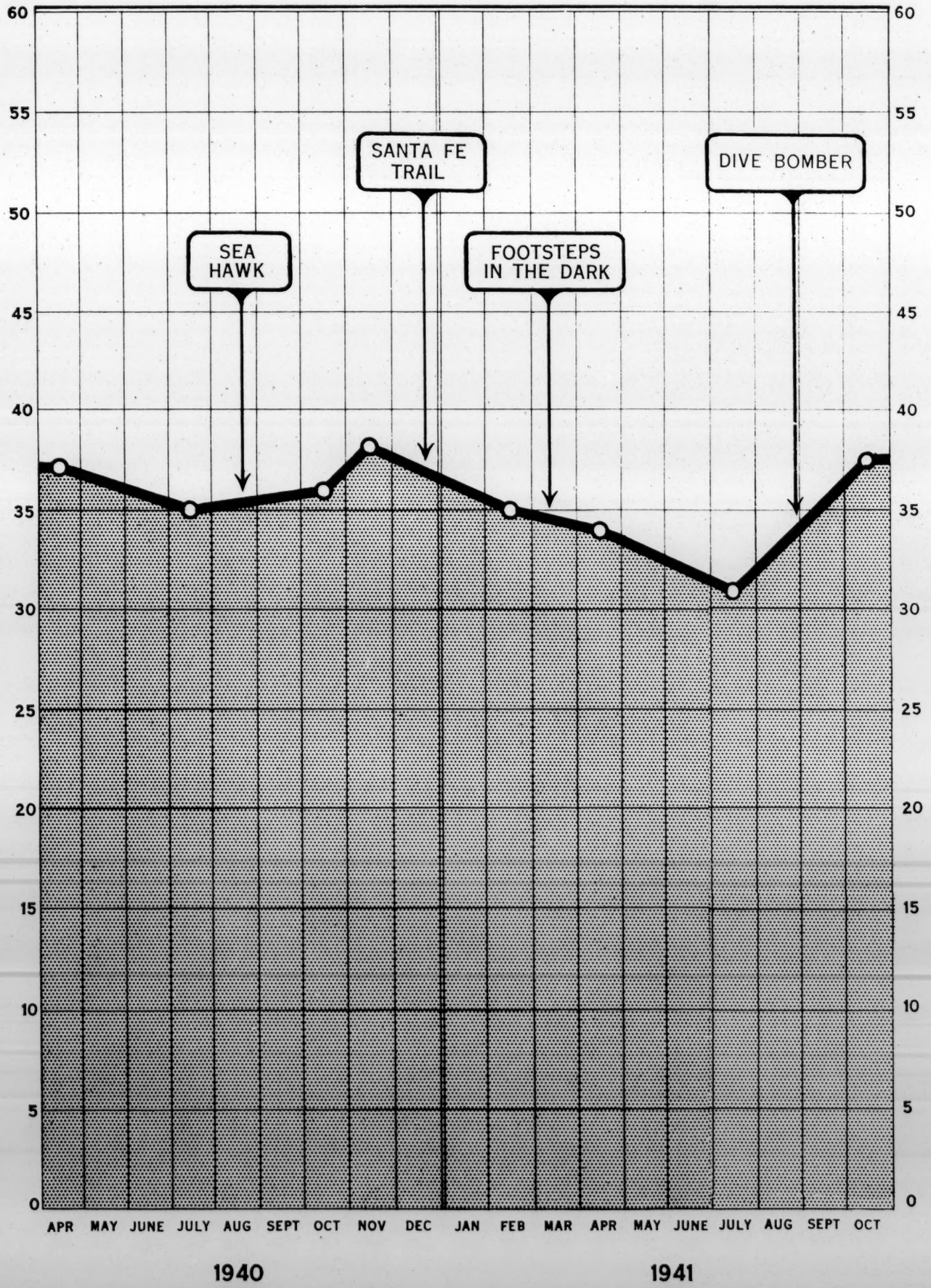
FAYE, Alice

February—April 1941



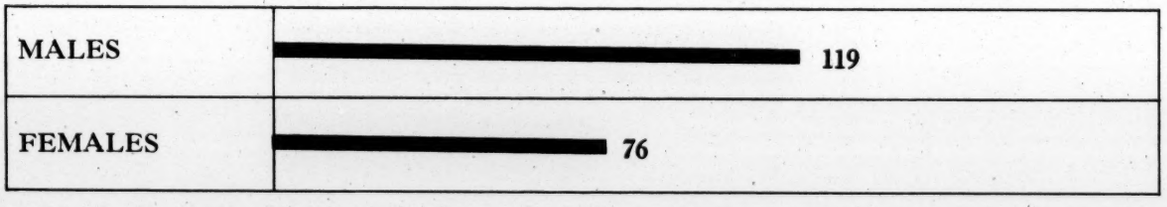
FLYNN. ERROL

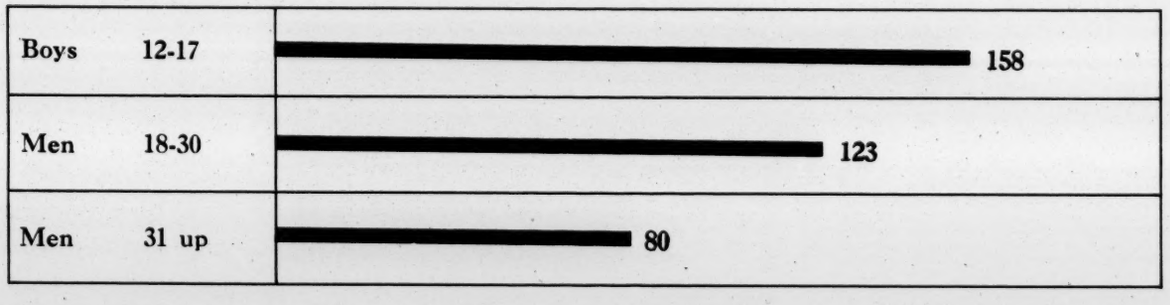
RANK. 8TH

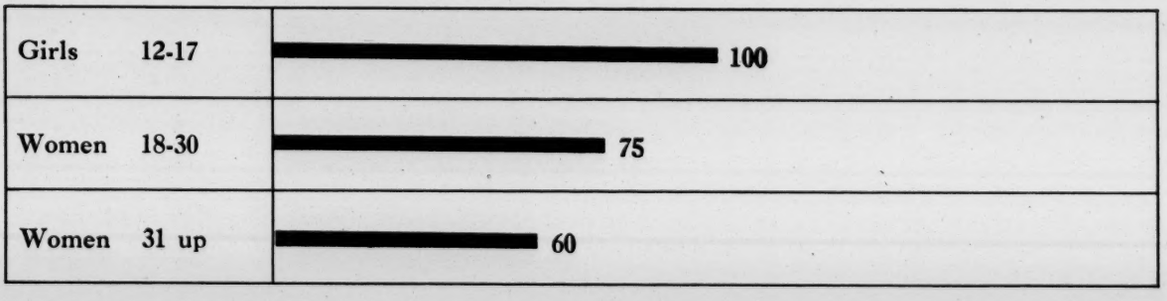


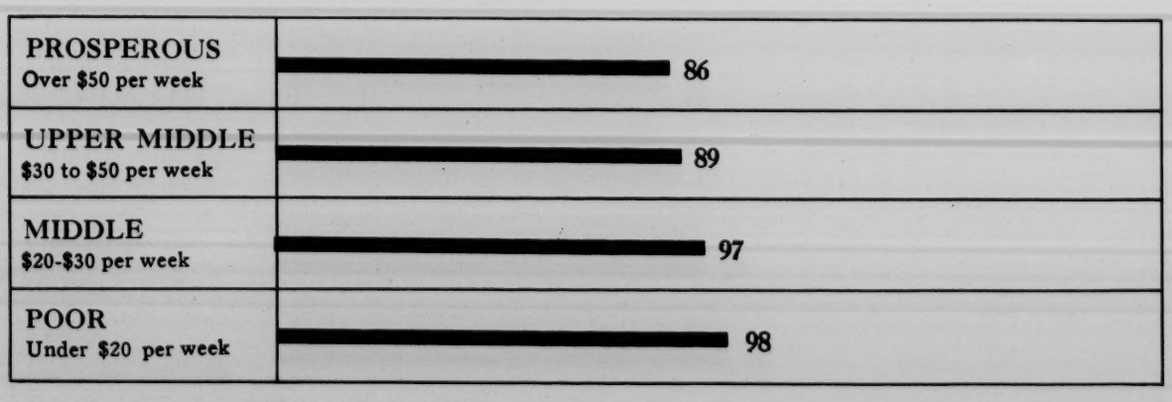
FLYNN, Errol

February—April 1941

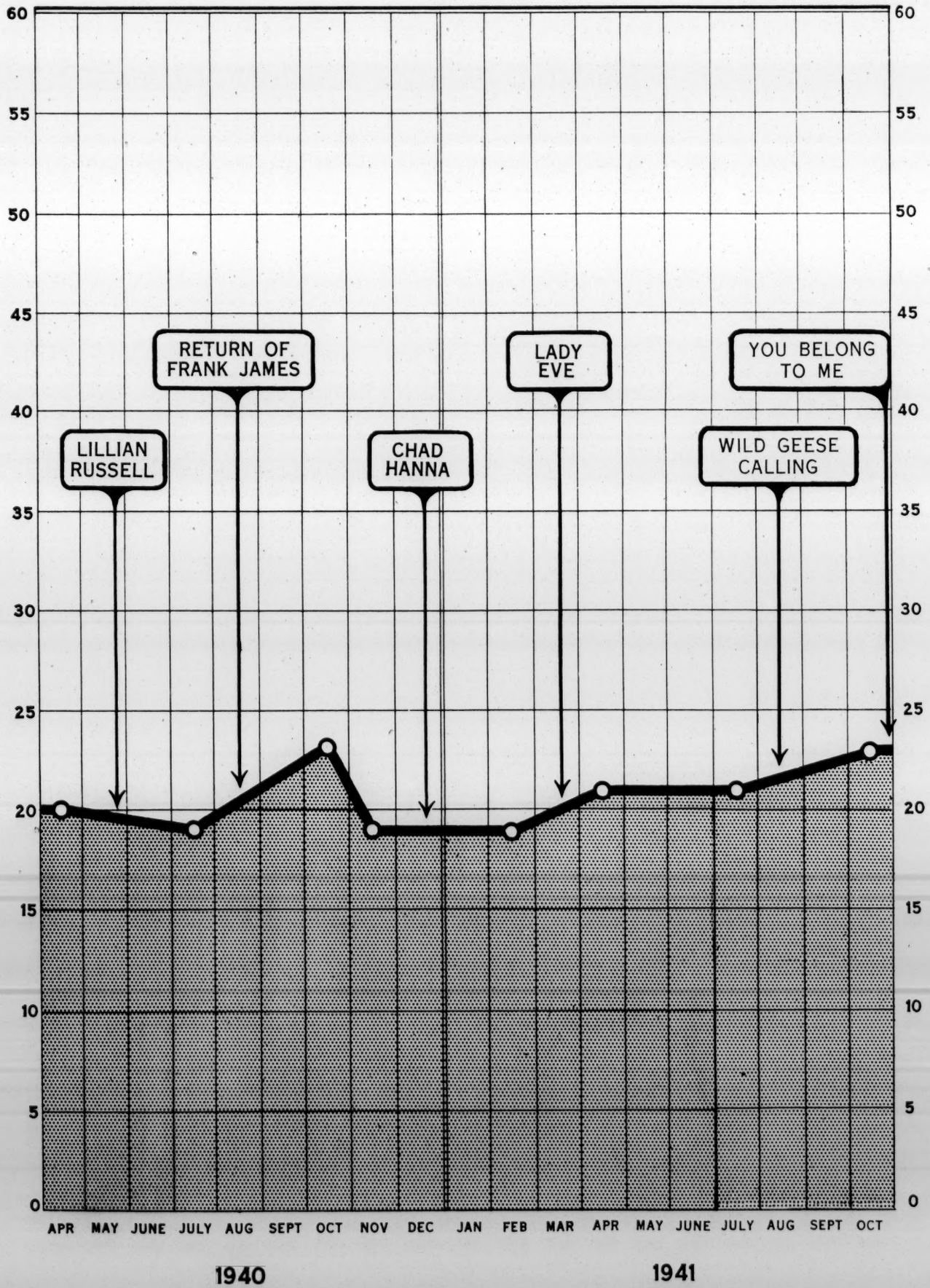








FONDA, HENRY
RANK, 32ND



FONDA, Henry

February—April 1941

MALES	66
FEMALES	51

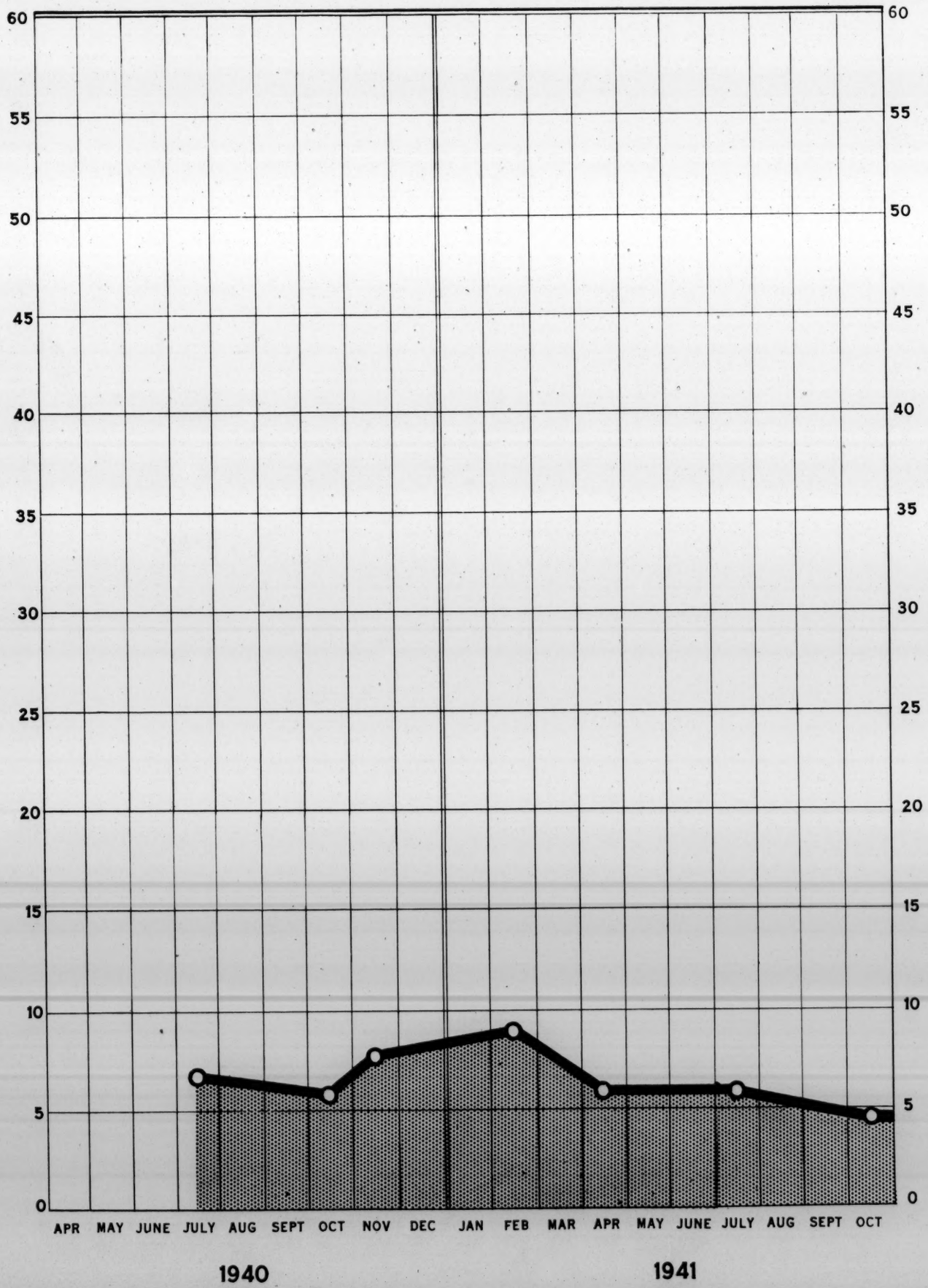
Boys 12-17	86
Men 18-30	61
Men 31 up	61

Girls 12-17	49
Women 18-30	49
Women 31 up	55

PROSPEROUS Over $50 per week	54
UPPER MIDDLE $30 to $50 per week	54
MIDDLE $20-$30 per week	59
POOR Under $20 per week	52

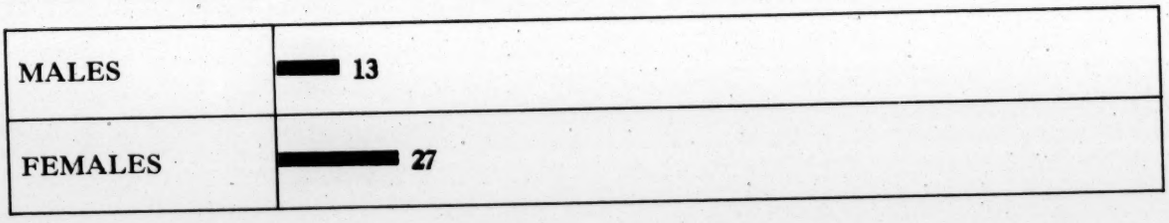
FONTAINE. JOAN

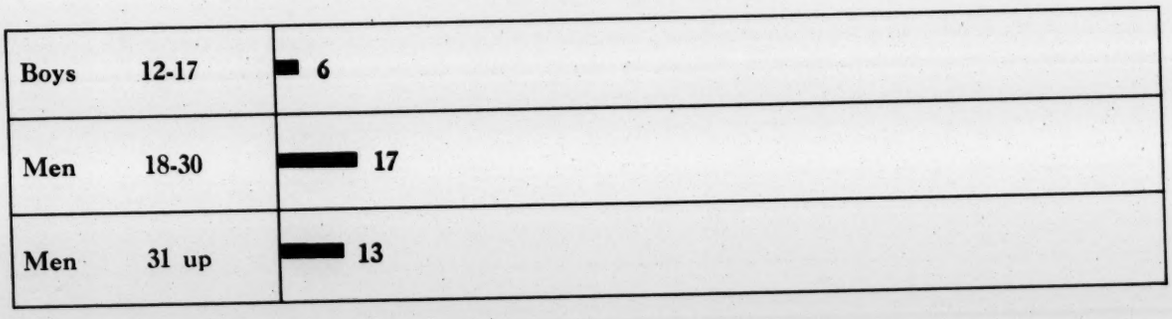
RANK. 134TH

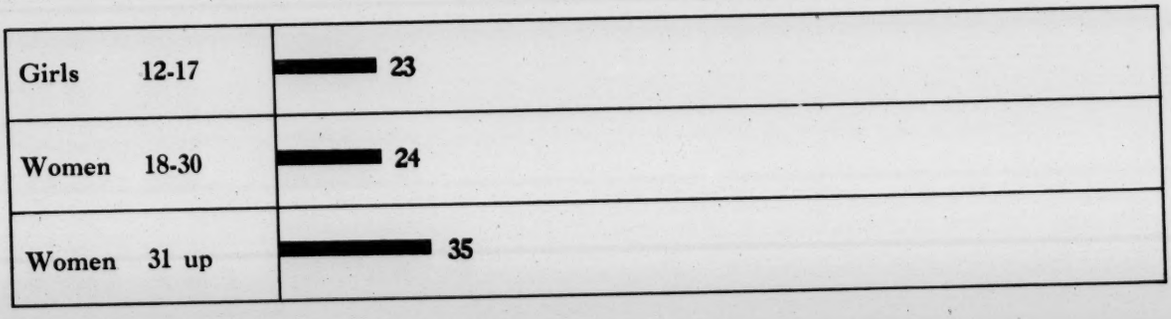


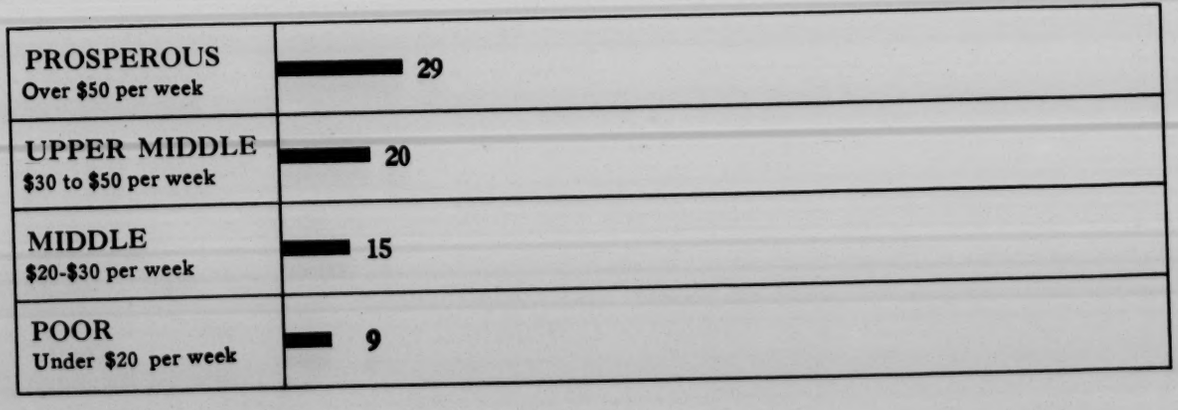
FONTAINE, Joan

February—April 1941



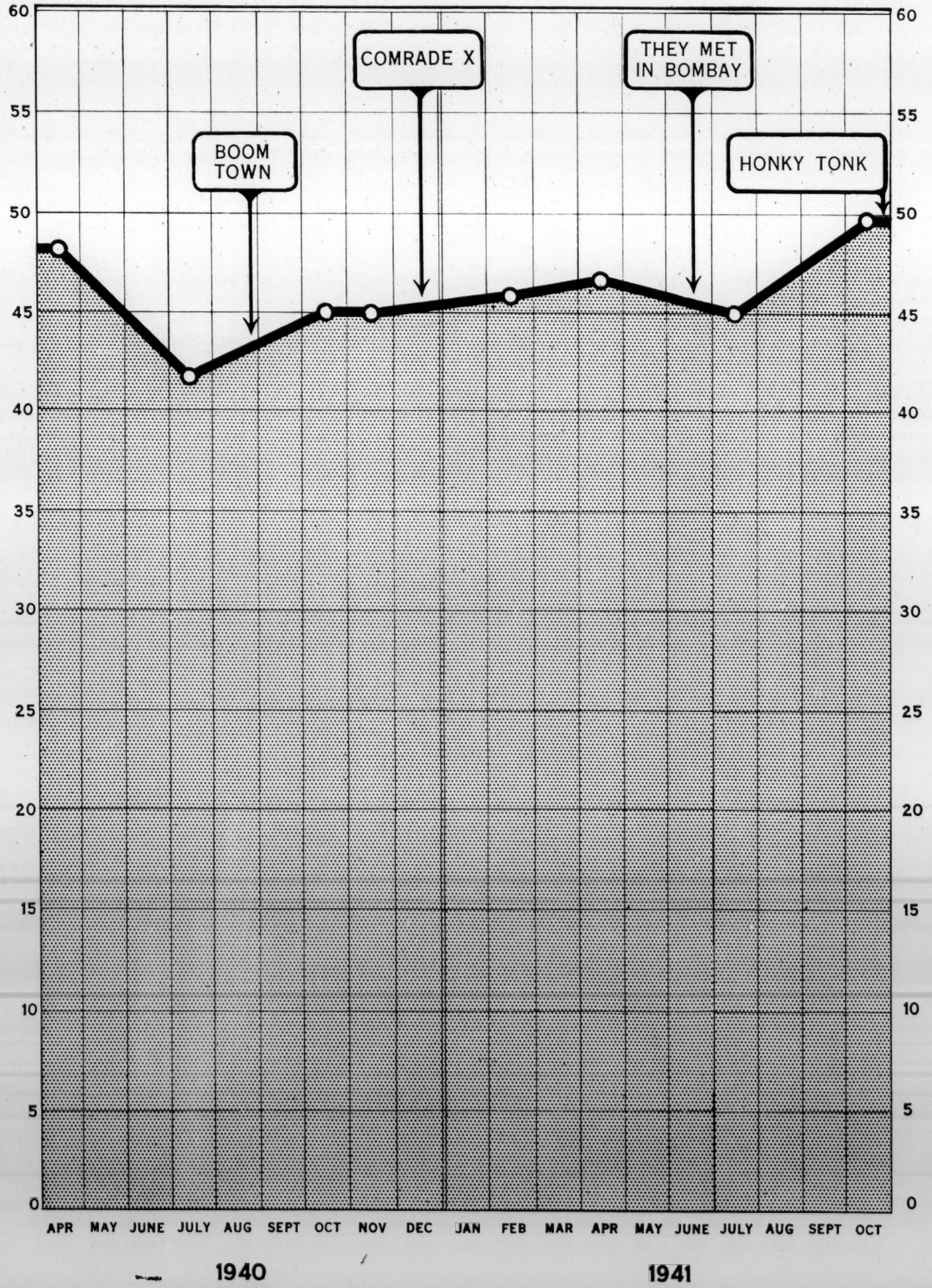






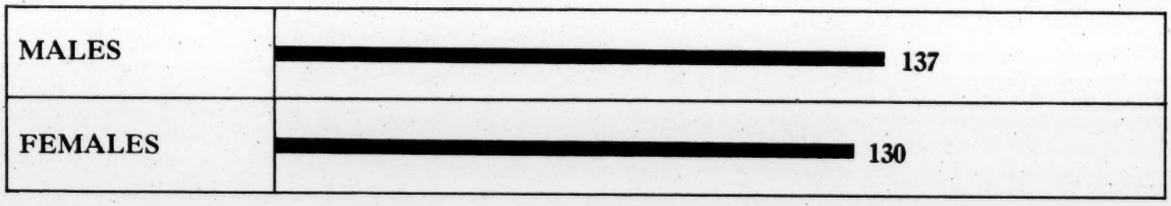
GABLE. CLARK

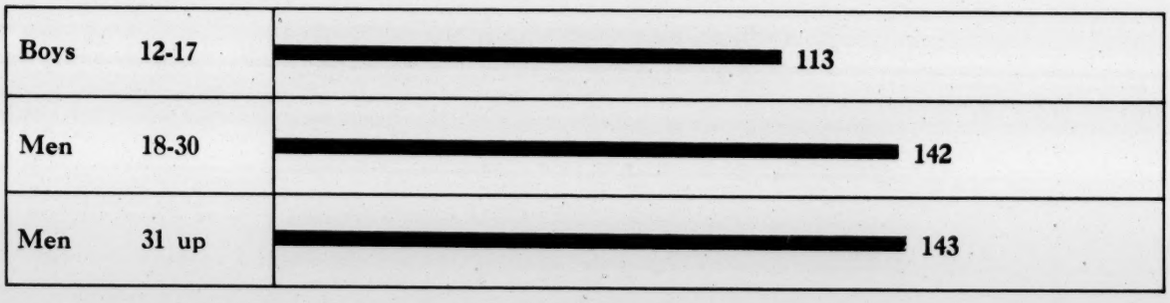
RANK. 2ND

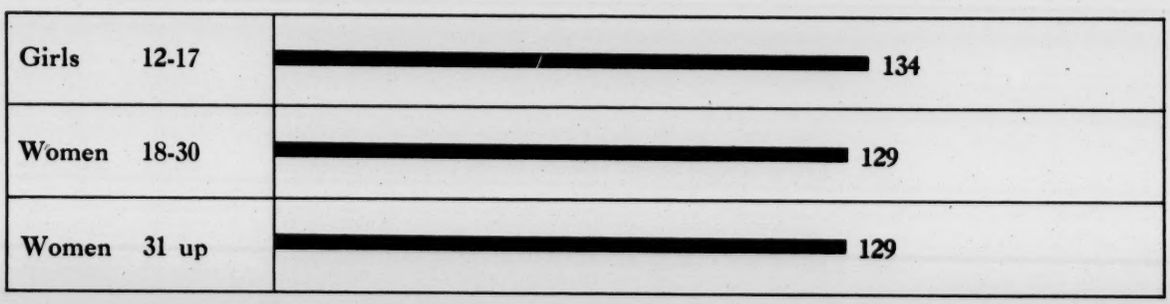


GABLE, Clark

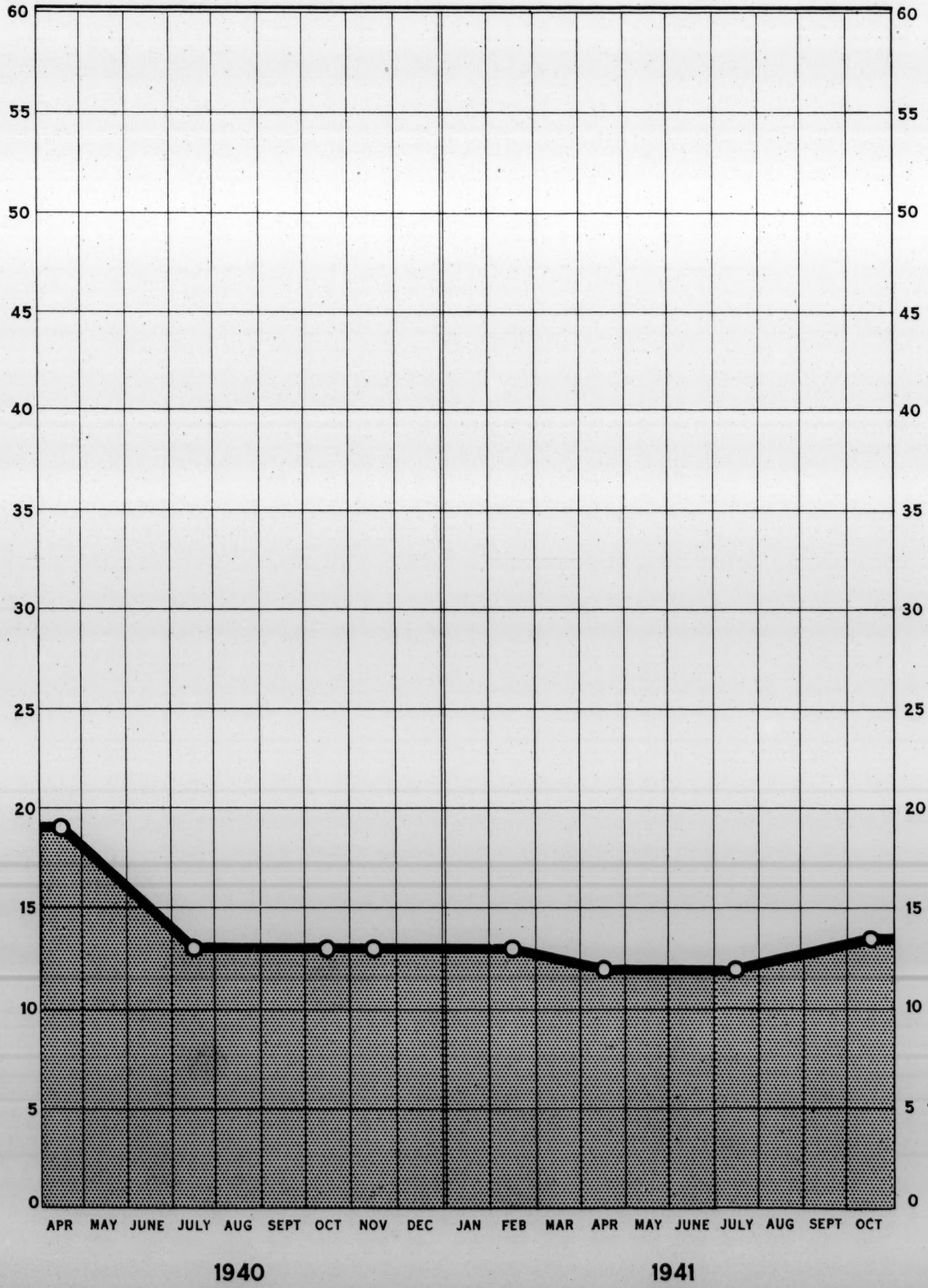
February—April 1941







GARBO. GRETA
RANK. 74TH



GARBO, Greta

February—April 1941

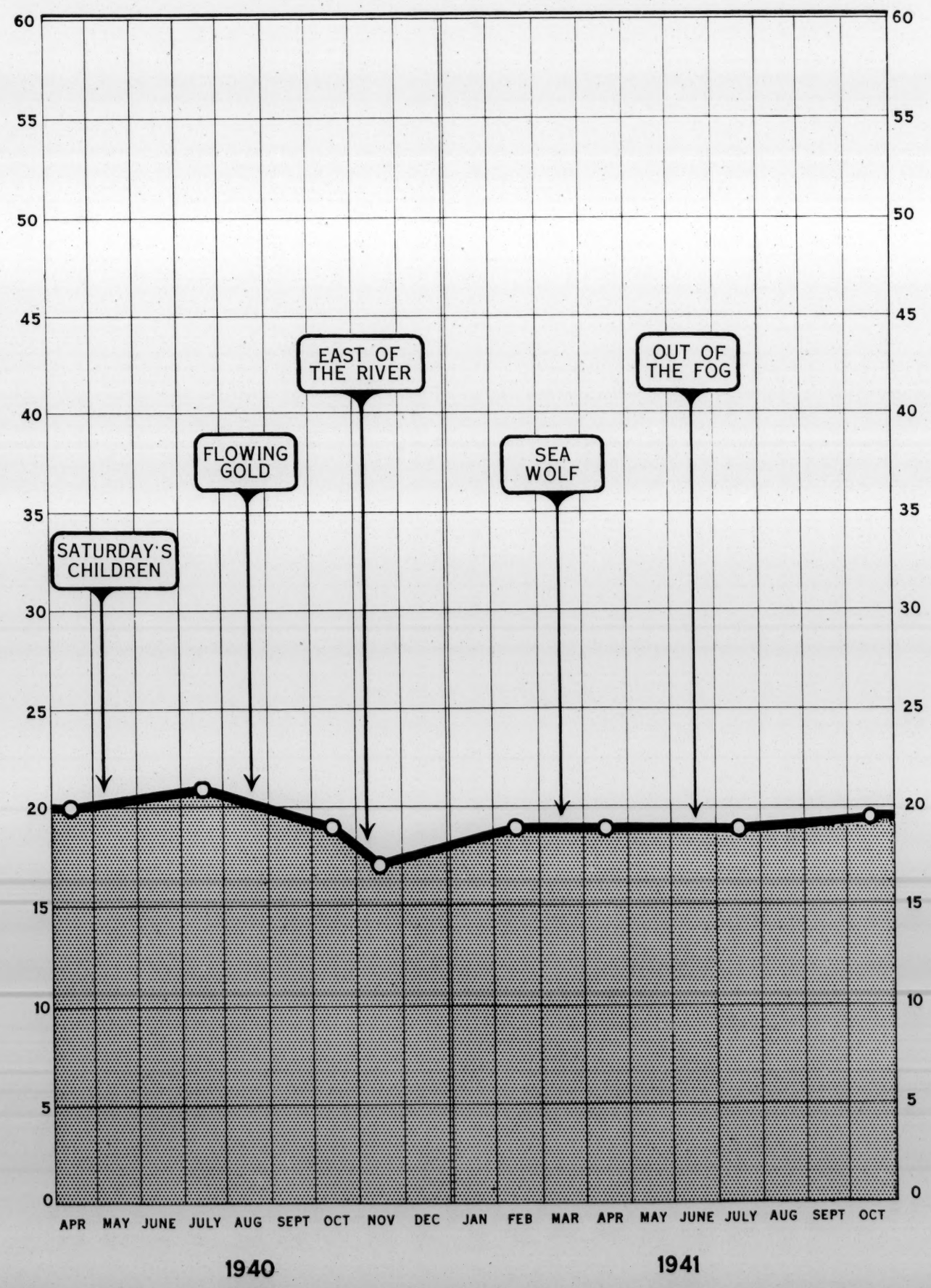
MALES	23
FEMALES	46

Boys 12-17	7
Men 18-30	19
Men 31 up	44

Girls 12-17	21
Women 18-30	45
Women 31 up	68

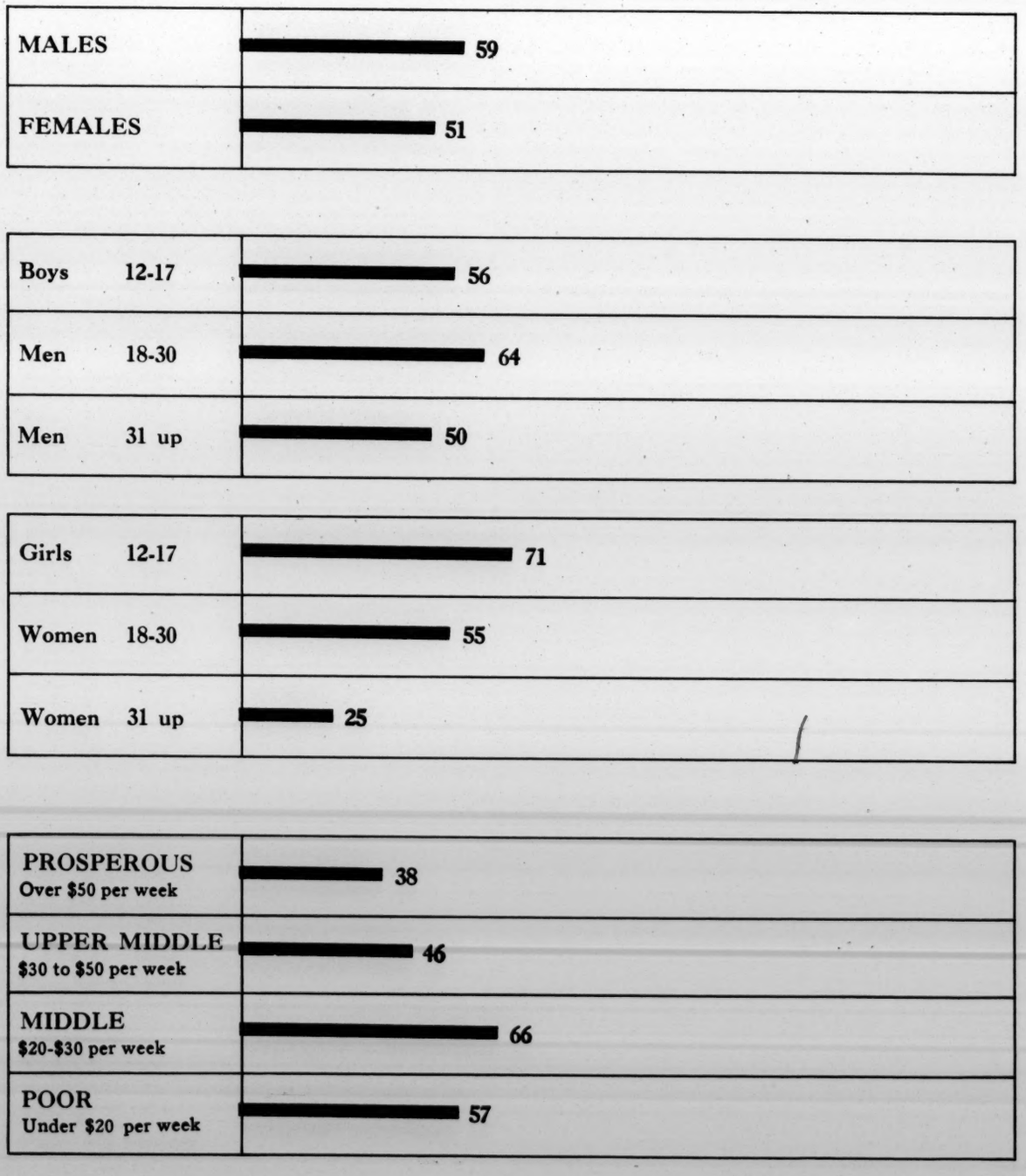
PROSPEROUS Over $50 per week	60
UPPER MIDDLE $30 to $50 per week	38
MIDDLE $20-$30 per week	26
POOR Under $20 per week	31

GARFIELD. JOHN
RANK. 51ST



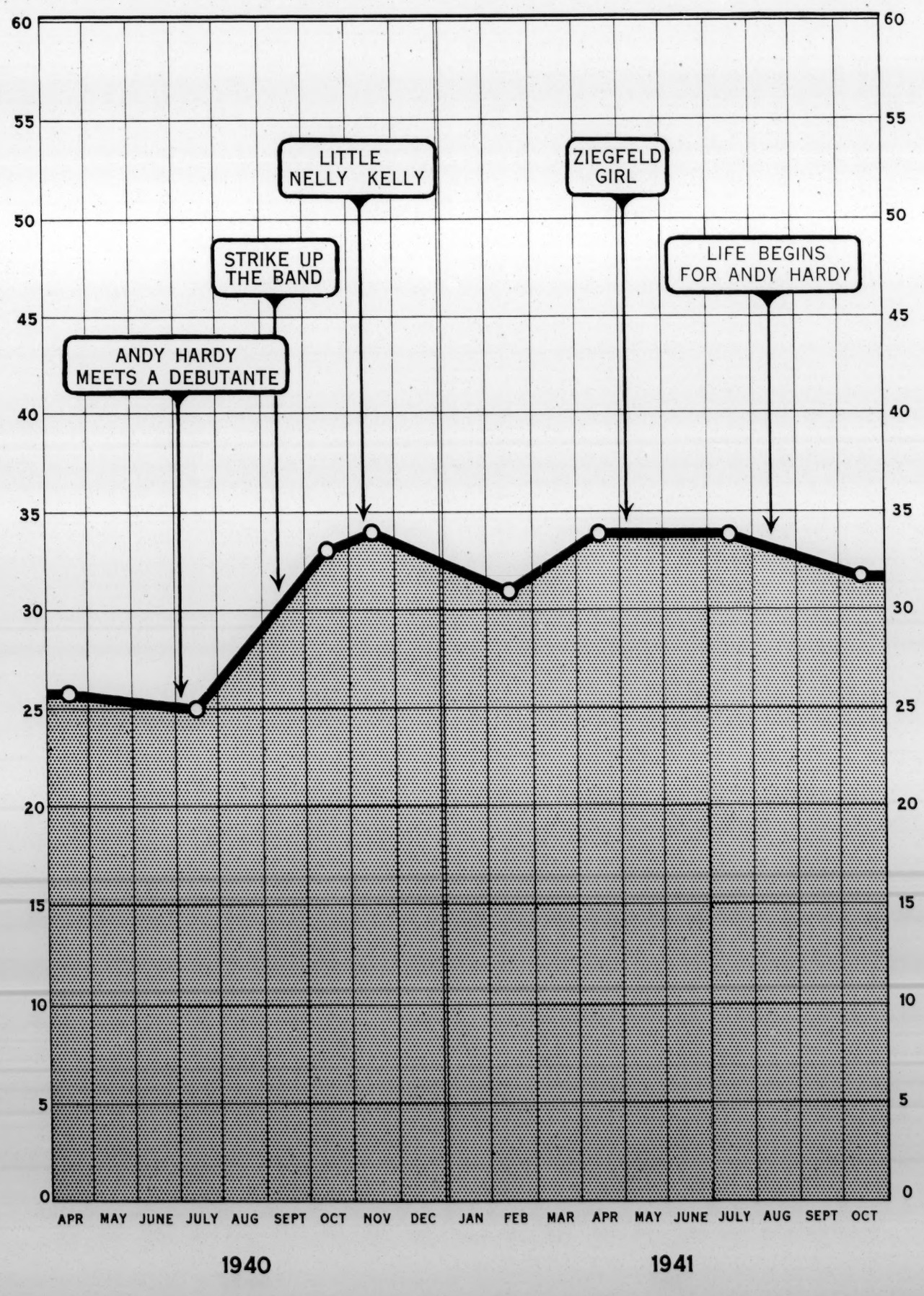
GARFIELD, John

February—April 1941



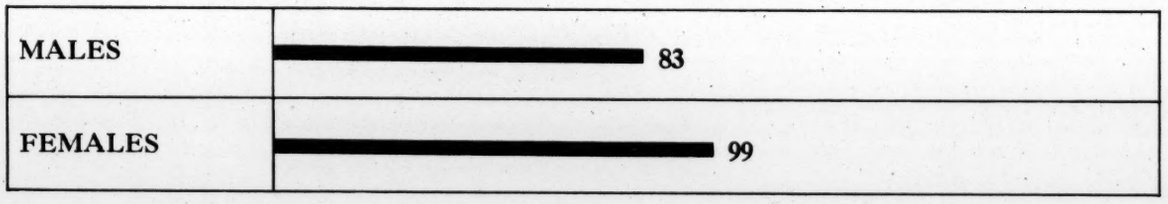
GARLAND. JUDY

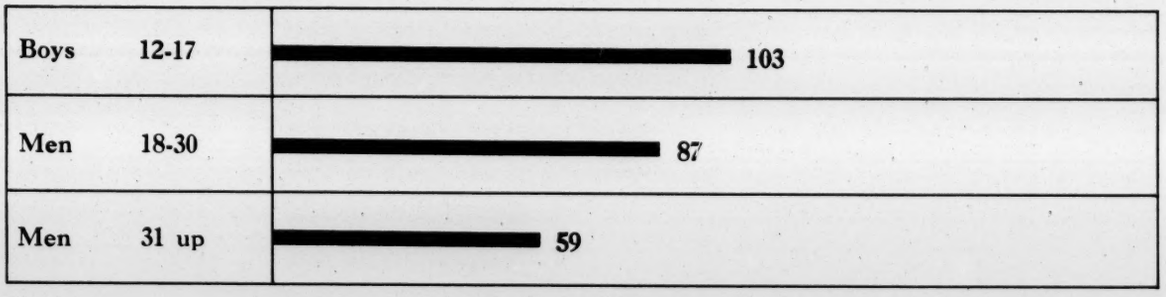
RANK. 12TH

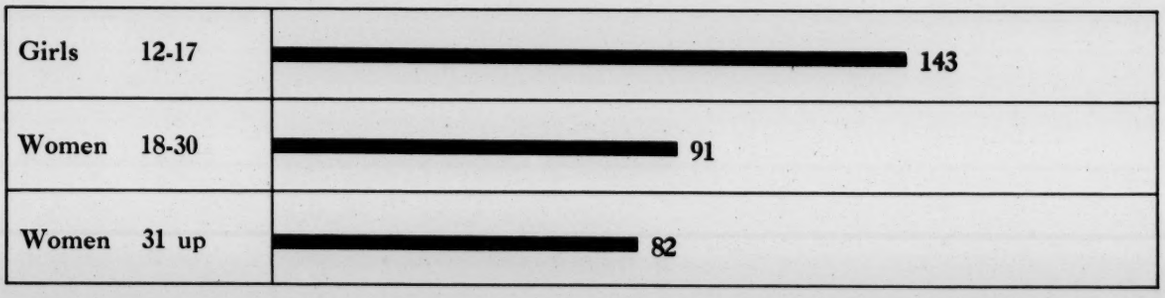


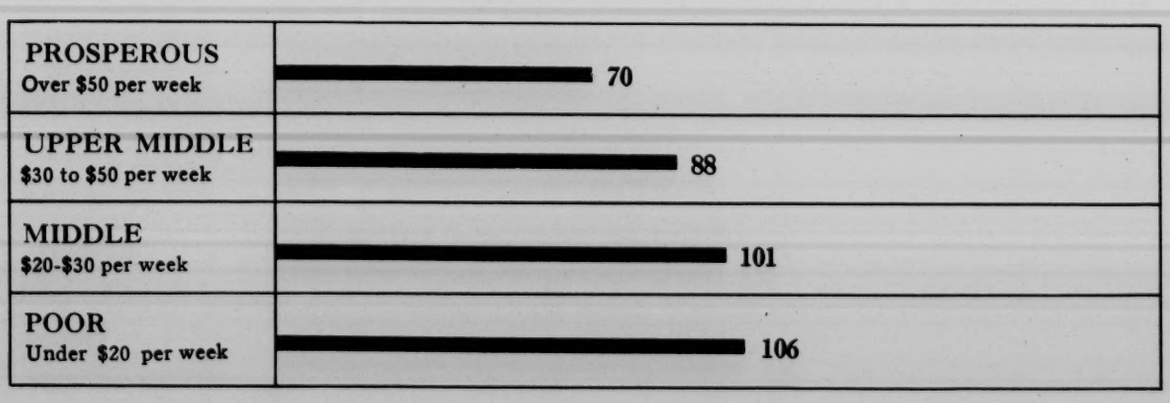
GARLAND, Judy

February—April 1941

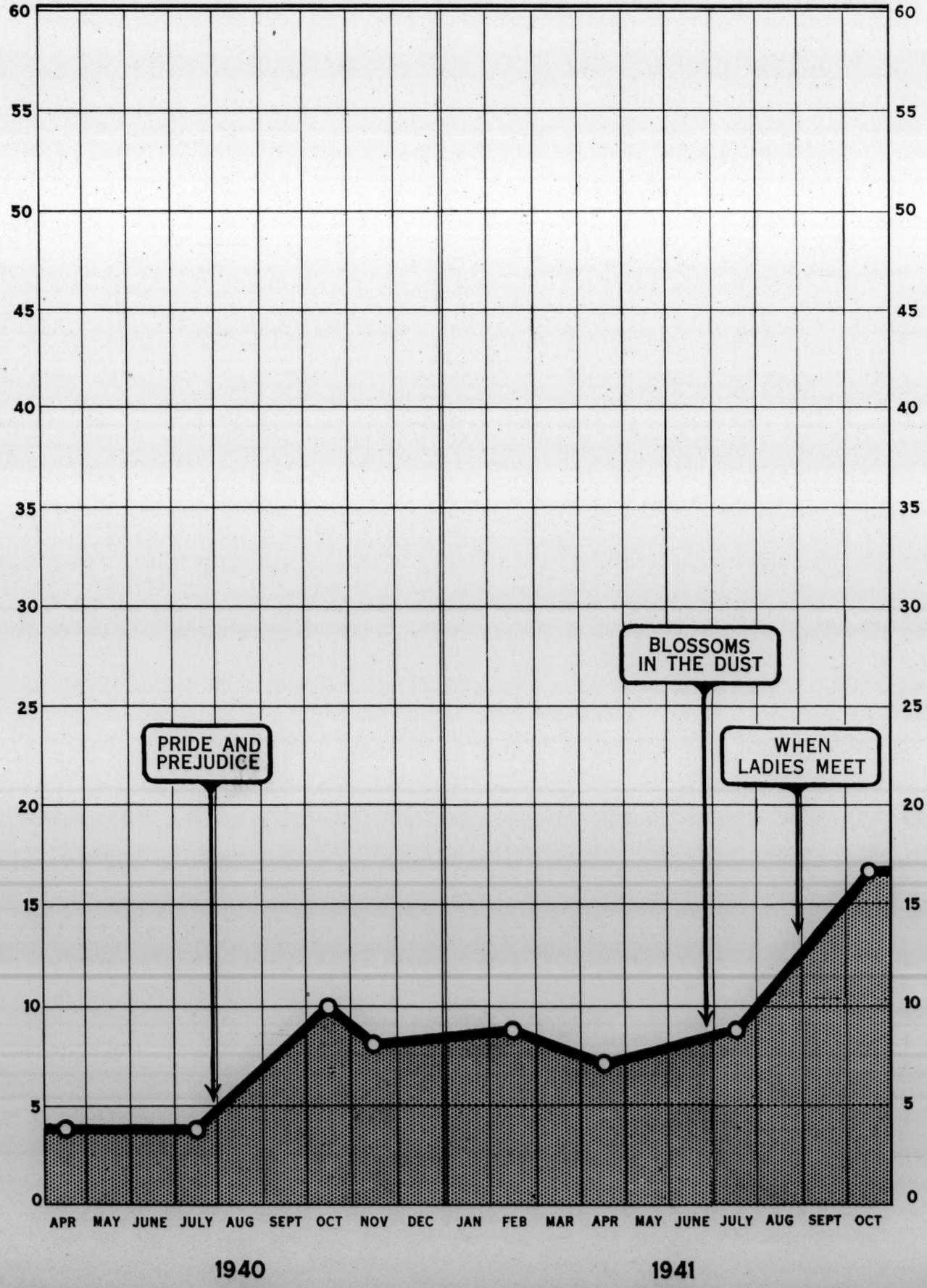








GARSON. GREER
RANK. 59TH



GARSON, Greer

February—April 1941

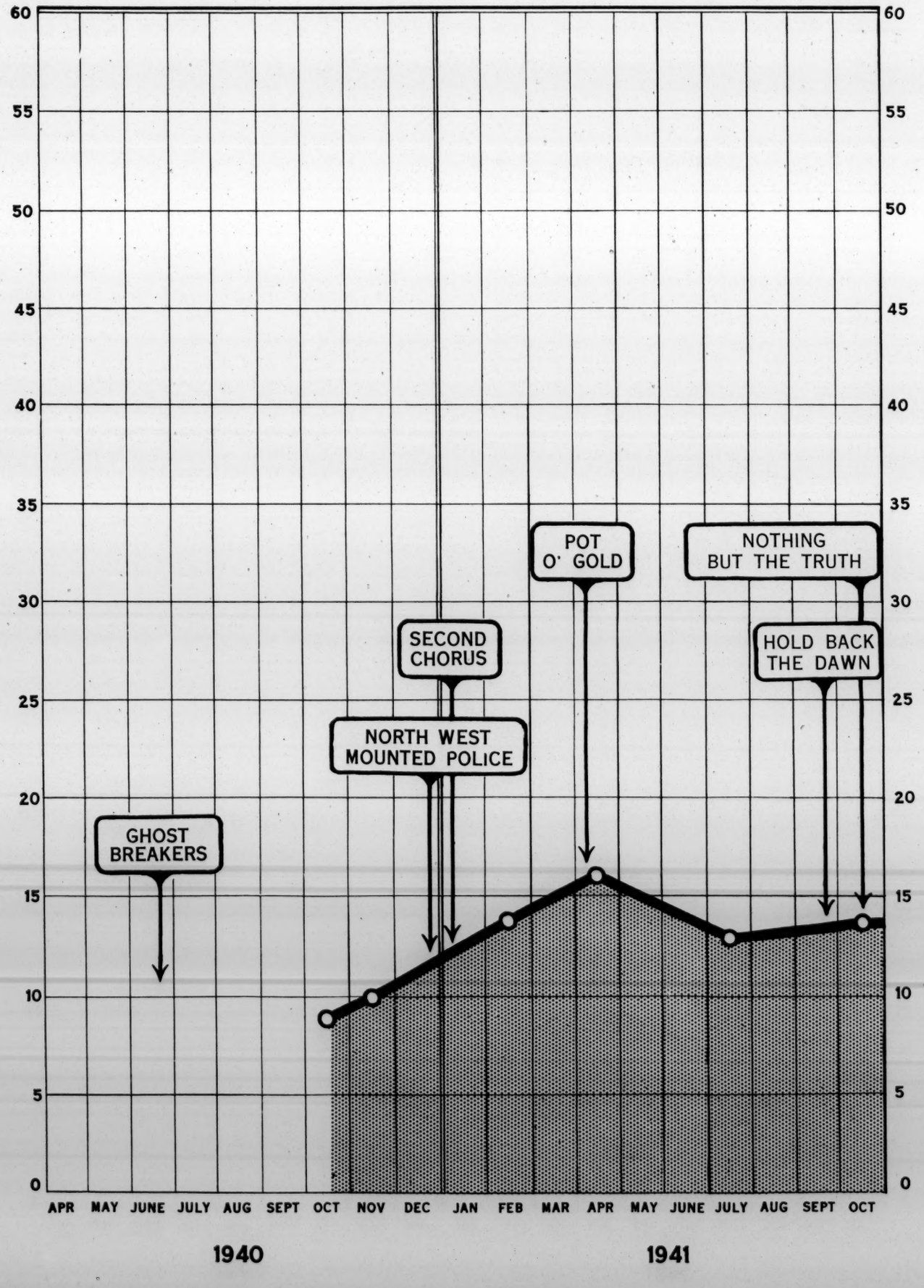
MALES	13
FEMALES	32

Boys 12-17	9
Men 18-30	14
Men 31 up	14

Girls 12-17	17
Women 18-30	34
Women 31 up	42

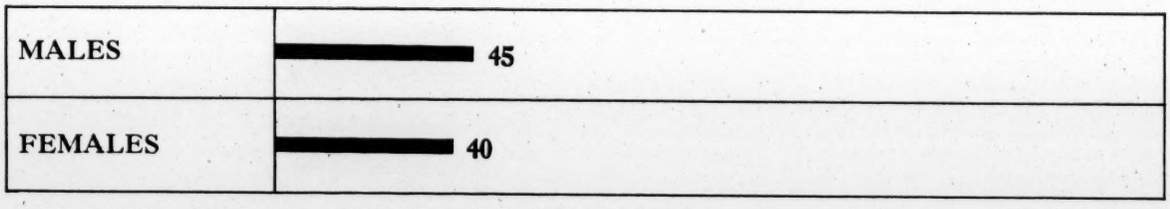
PROSPEROUS Over $50 per week	35
UPPER MIDDLE $30 to $50 per week	28
MIDDLE $20-$30 per week	23
POOR Under $20 per week	10

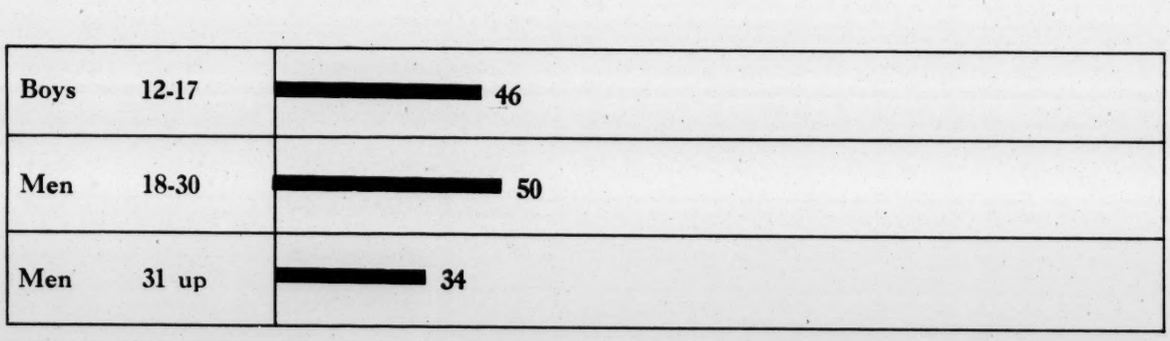
GODDARD. PAULETTE
RANK. 70TH

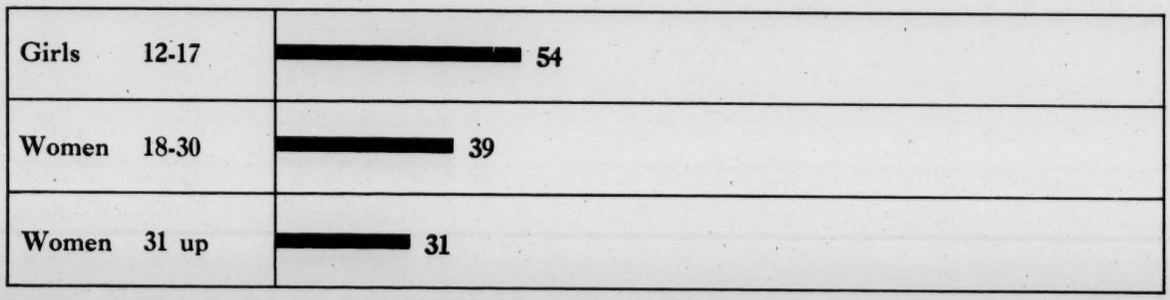


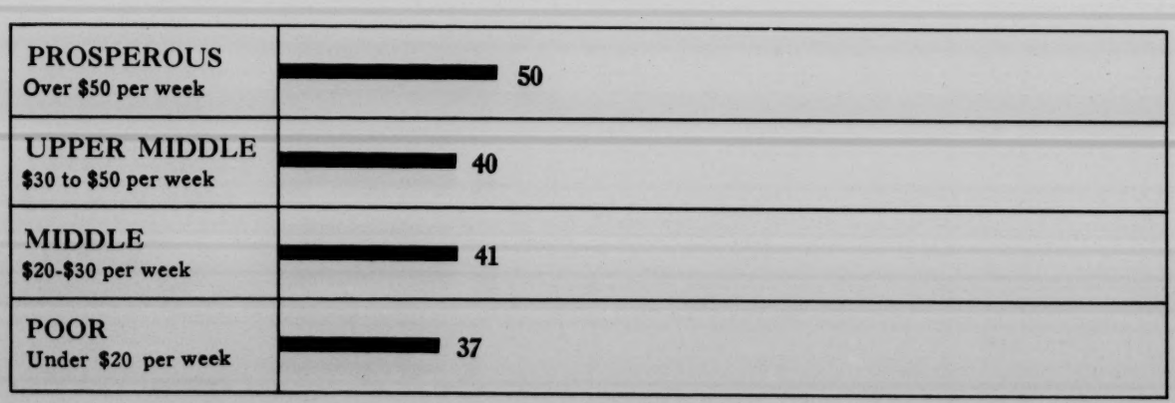
GODDARD, Paulette

February—April 1941



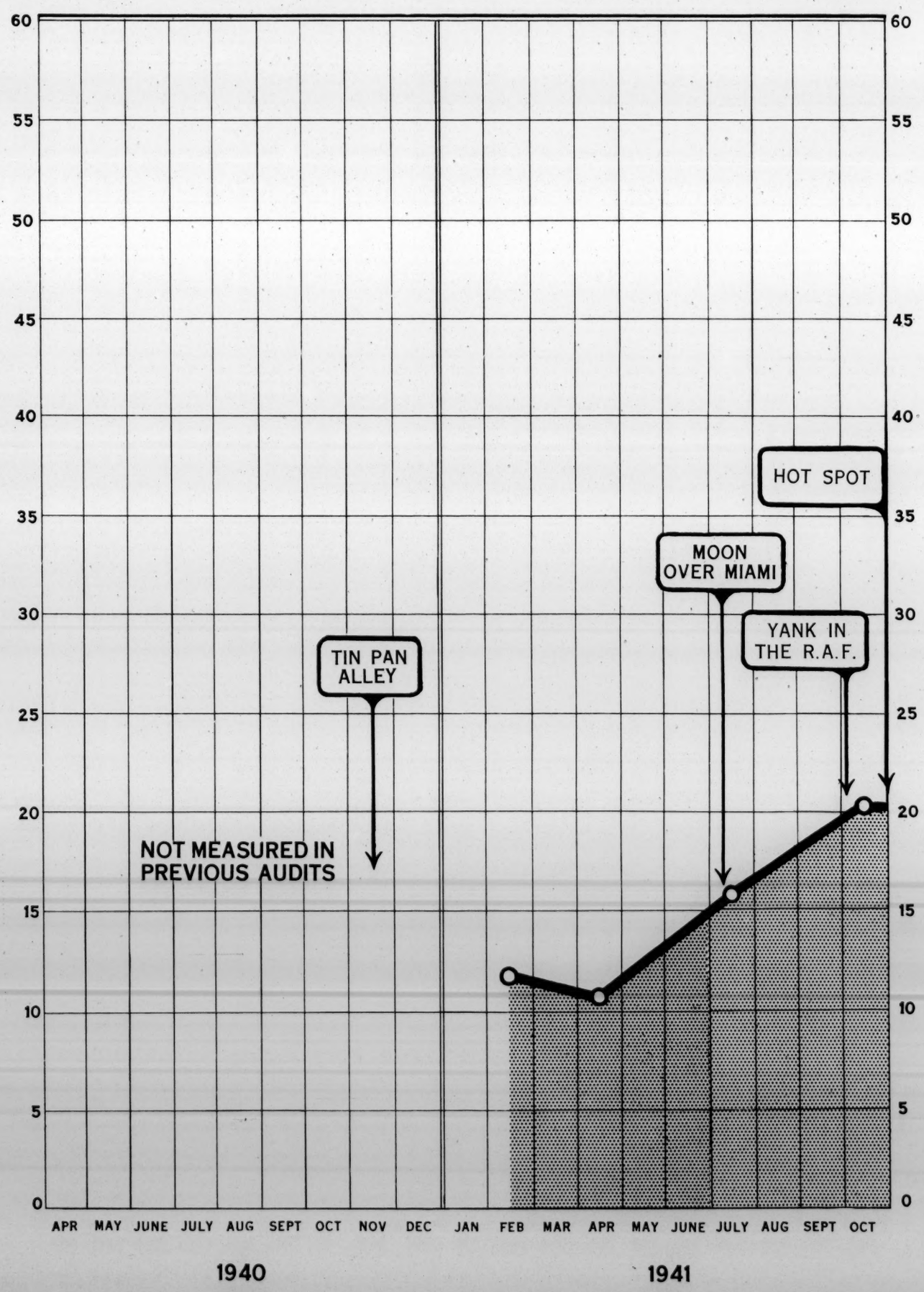






GRABLE. BETTY

RANK. 46TH



GRABLE, Betty

February—April 1941

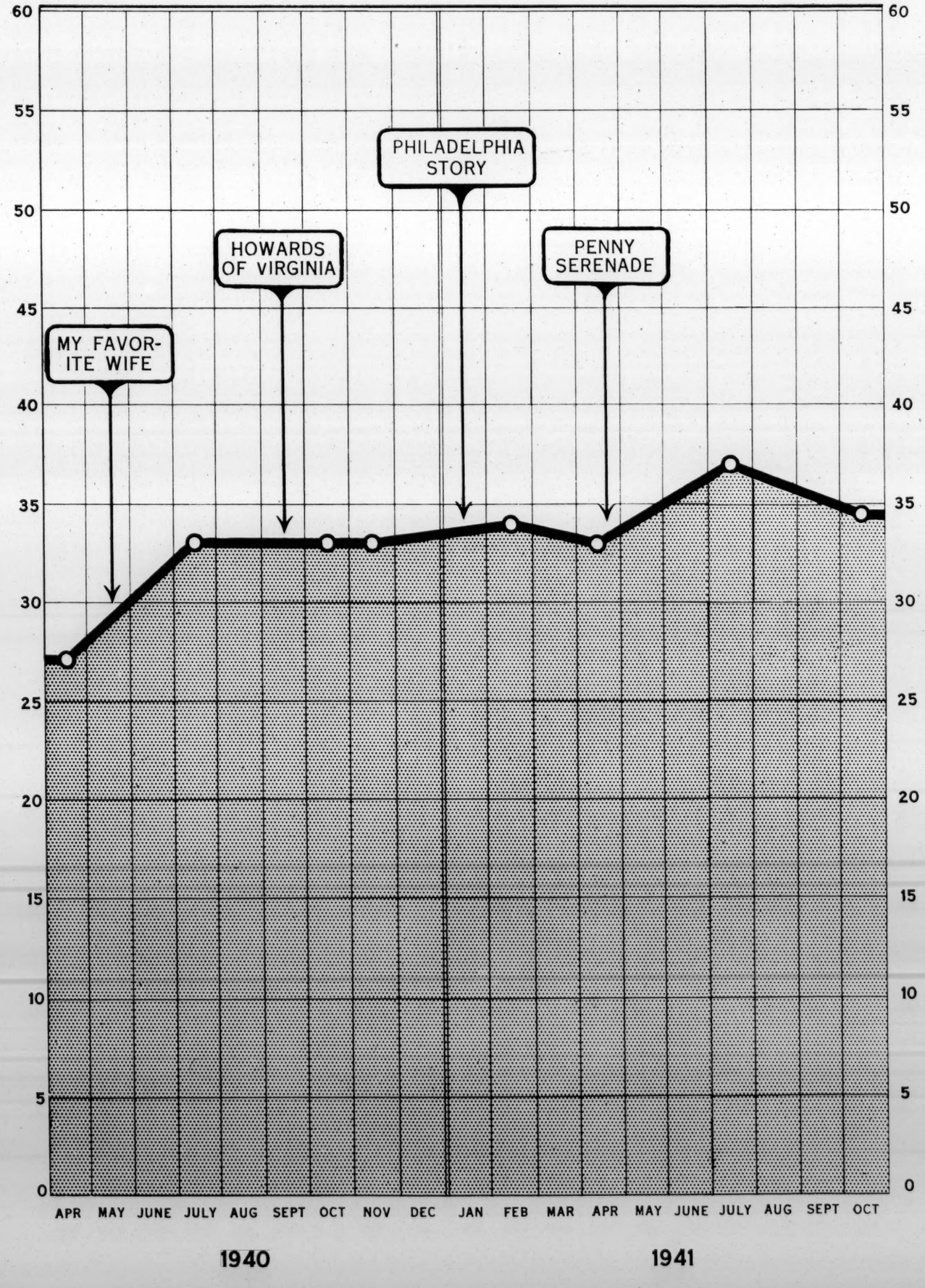
MALES	46
FEMALES	24

Boys 12-17	59
Men 18-30	51
Men 31 up	24

Girls 12-17	57
Women 18-30	20
Women 31 up	7

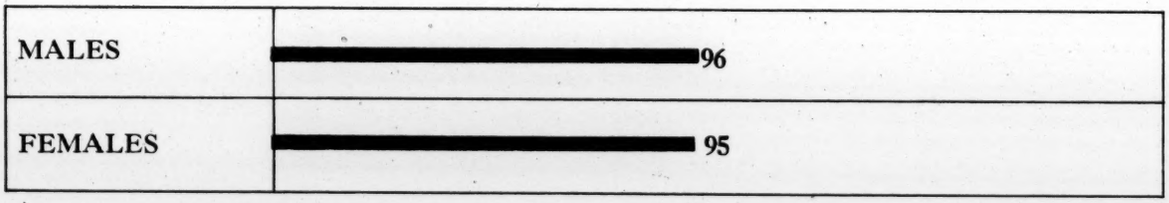
PROSPEROUS Over $50 per week	29
UPPER MIDDLE $30 to $50 per week	30
MIDDLE $20-$30 per week	35
POOR Under $20 per week	41

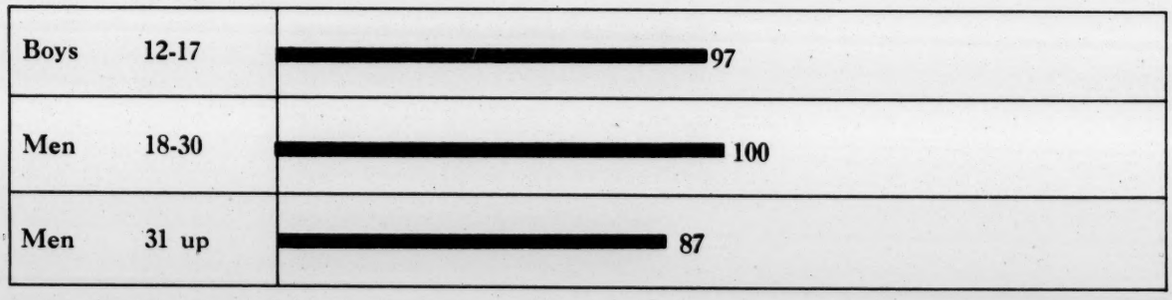
GRANT. CARY
RANK. 9TH

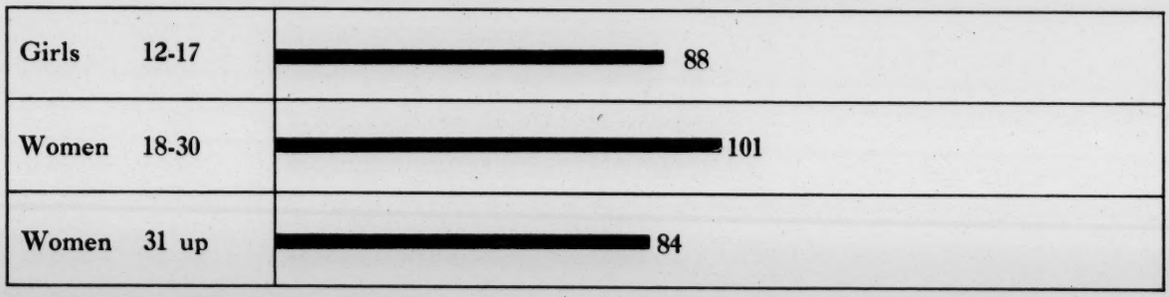


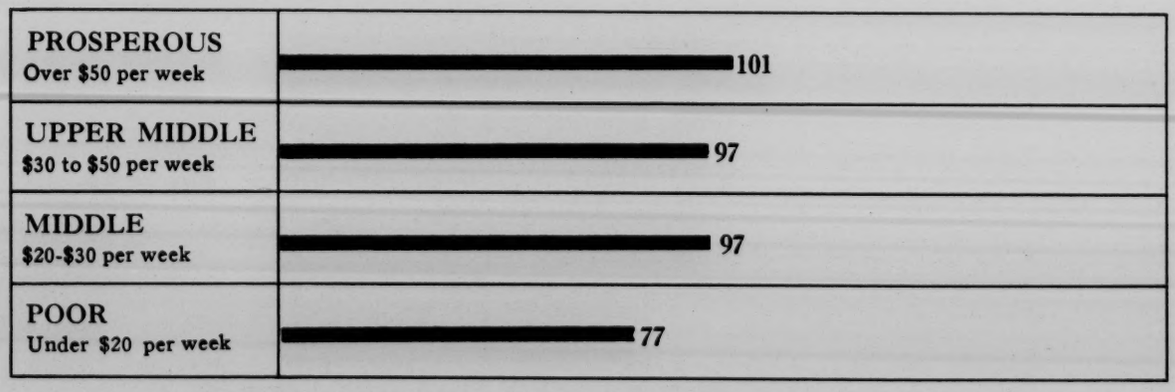
GRANT, Cary

February—April 1941

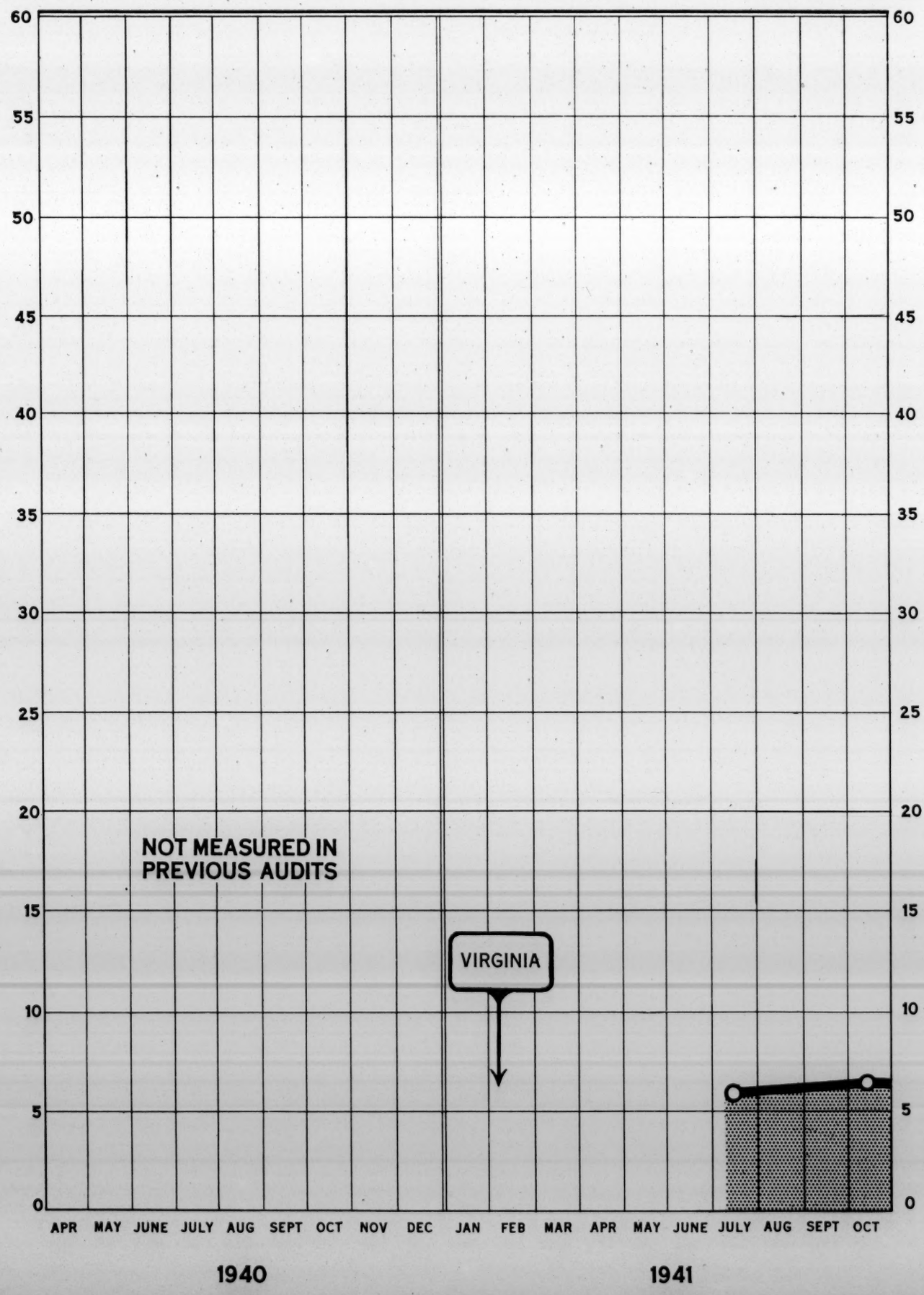






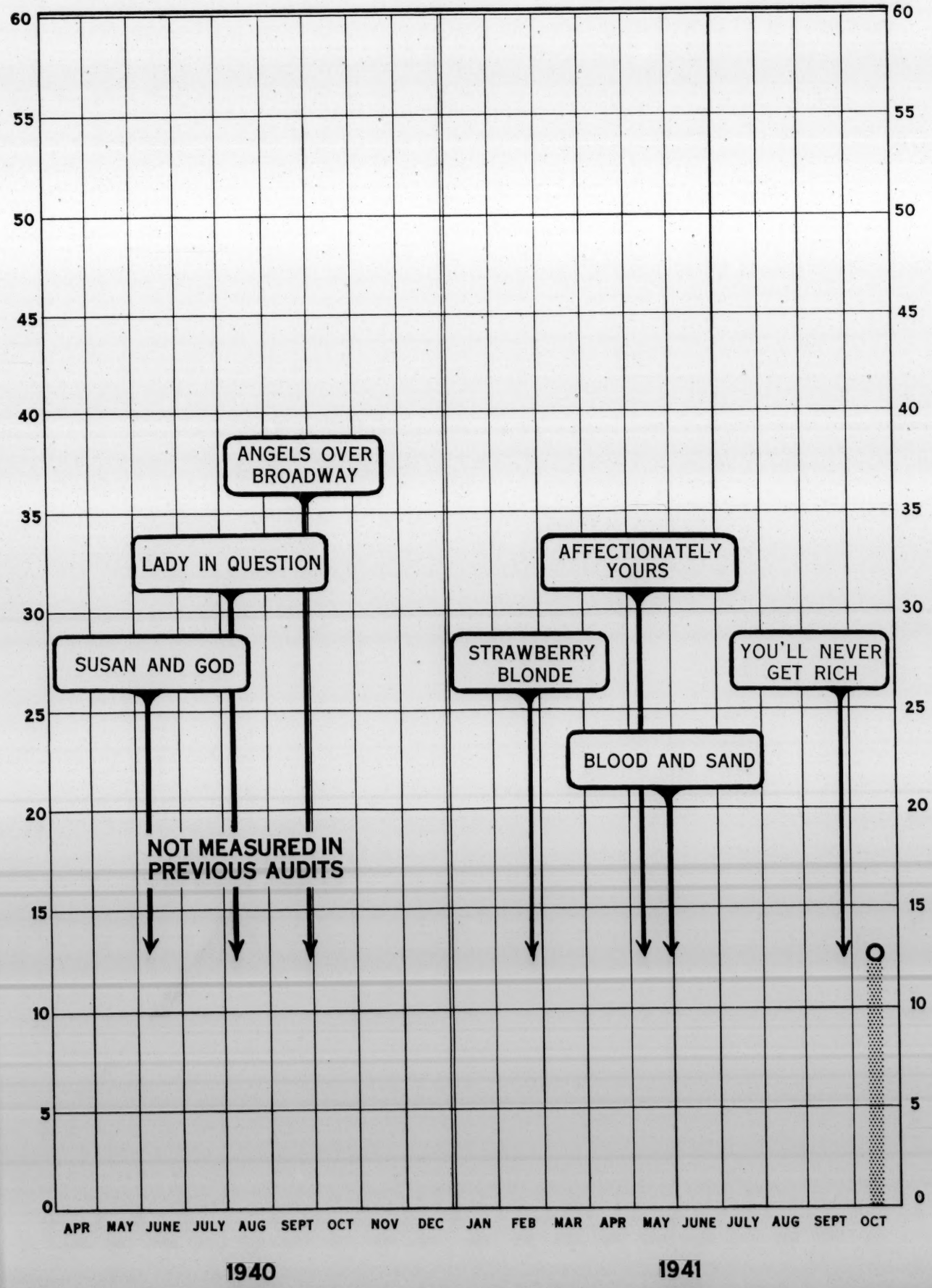


HAYDEN. STIRLING
RANK. 121ST



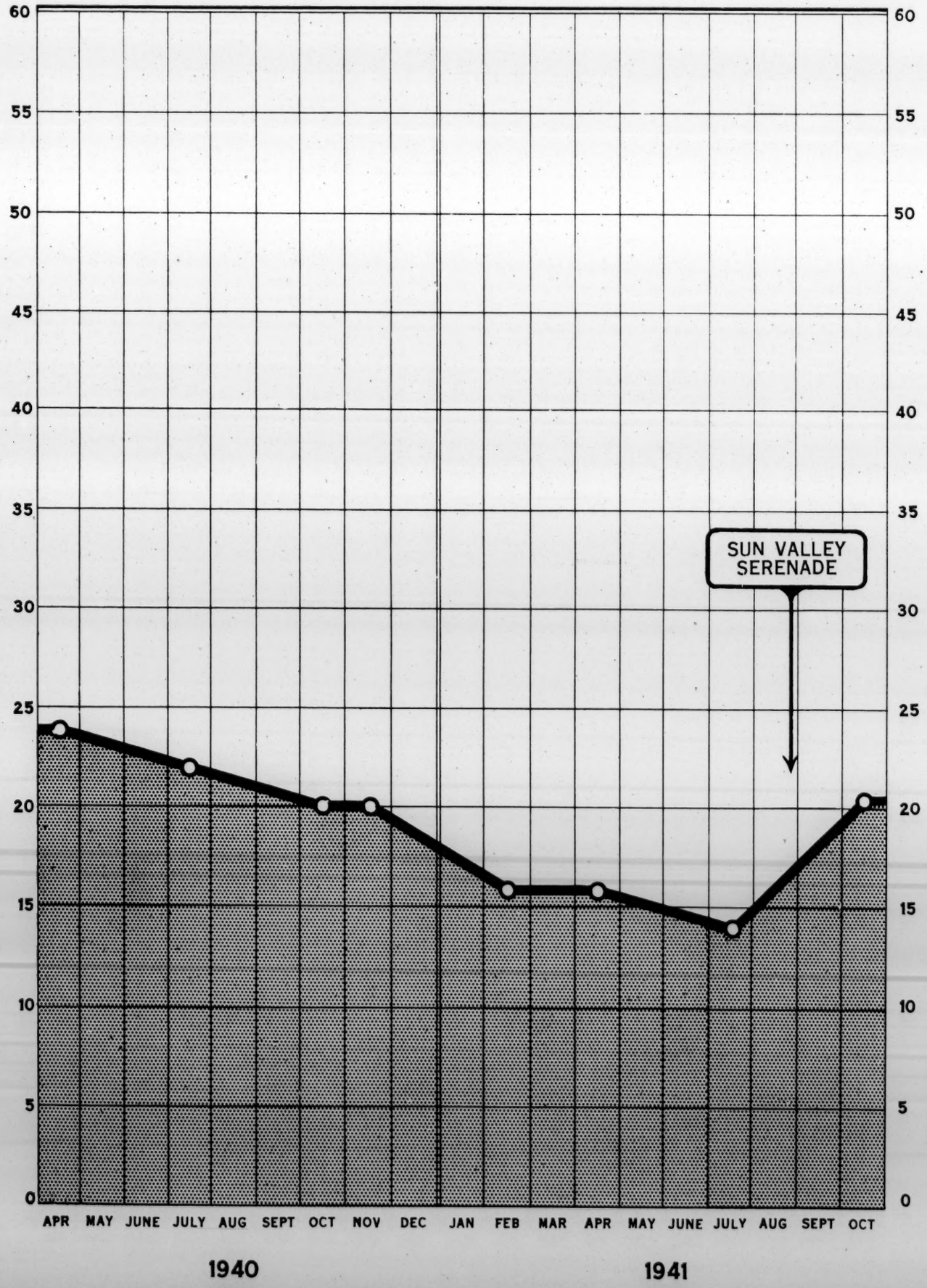
HAYWORTH. RITA

RANK. 77TH



HENIE. SONJA

RANK. 43RD



HENIE, Sonja

February—April 1941

MALES	39
FEMALES	51

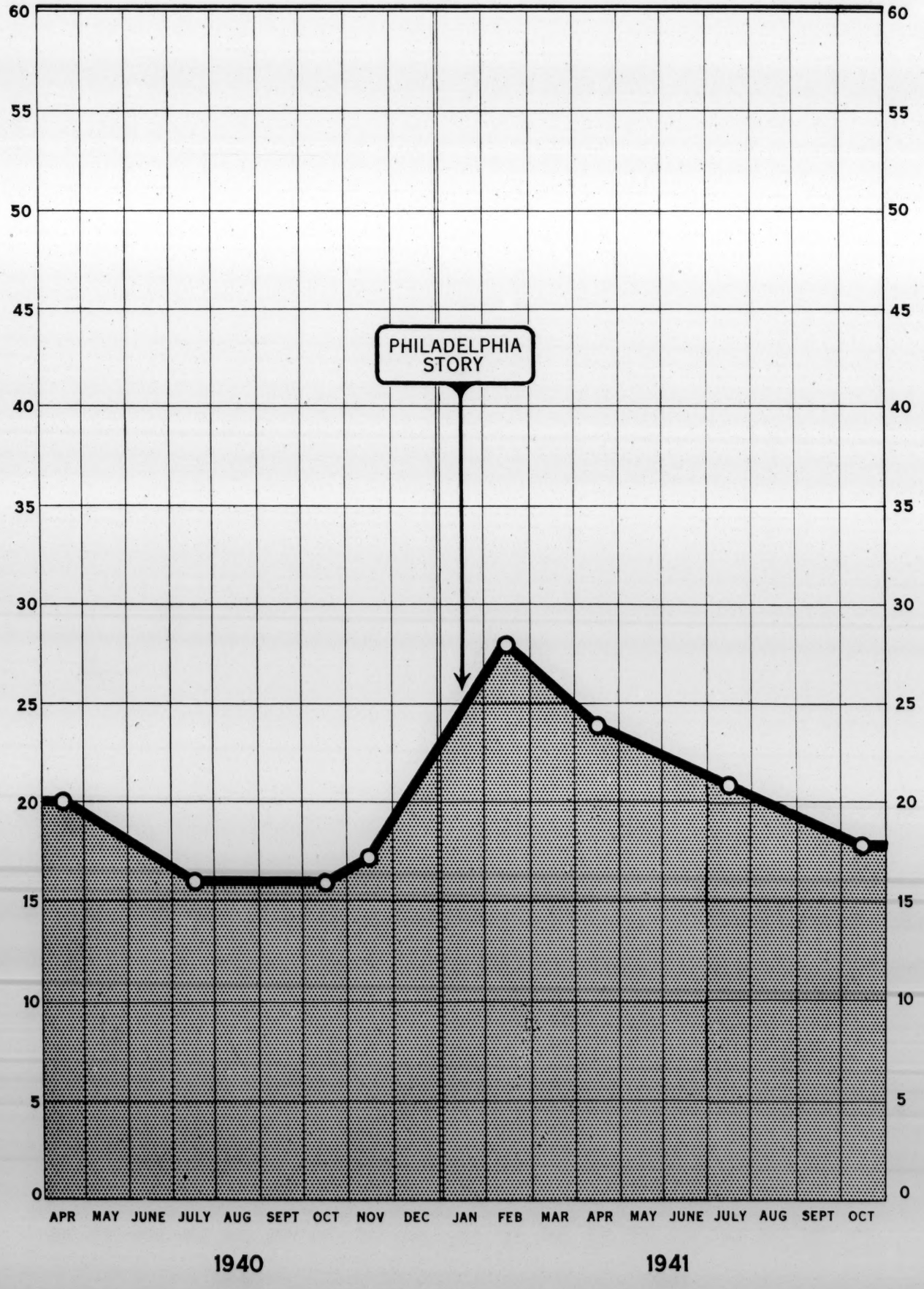
Boys 12-17	46
Men 18-30	36
Men 31 up	41

Girls 12-17	81
Women 18-30	39
Women 31 up	52

PROSPEROUS Over $50 per week	42
UPPER MIDDLE $30 to $50 per week	44
MIDDLE $20-$30 per week	47
POOR Under $20 per week	54

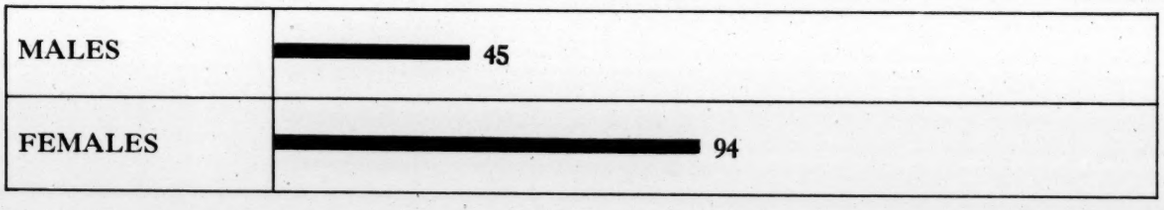
HEPBURN. KATHARINE

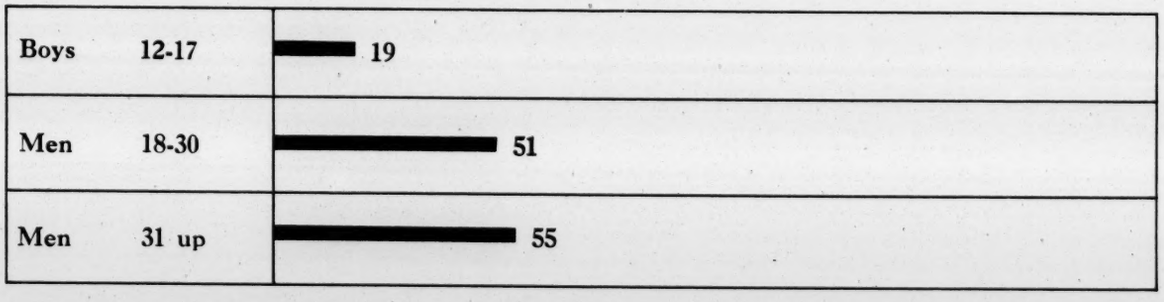
RANK. 56TH

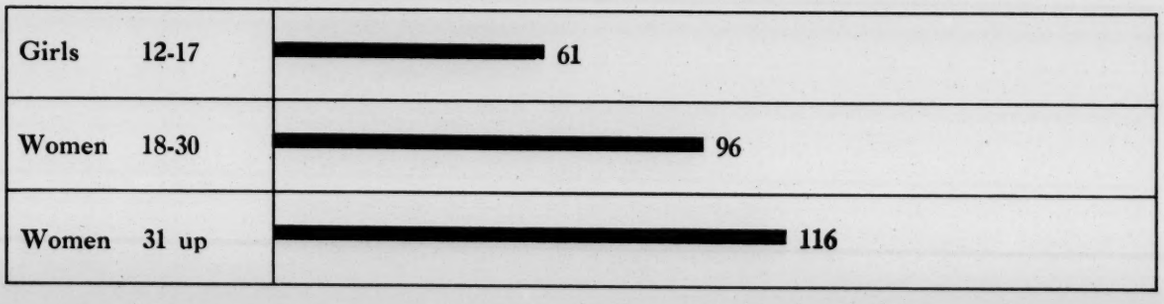


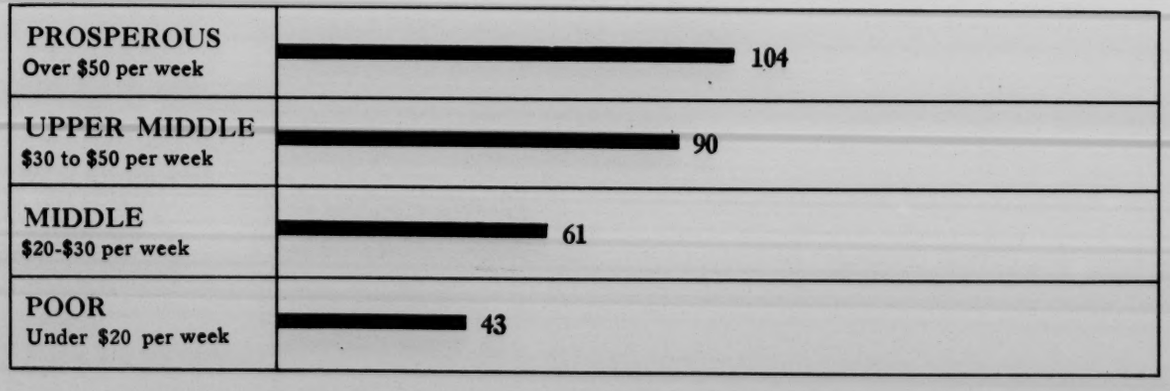
HEPBURN, Katharine

February—April 1941

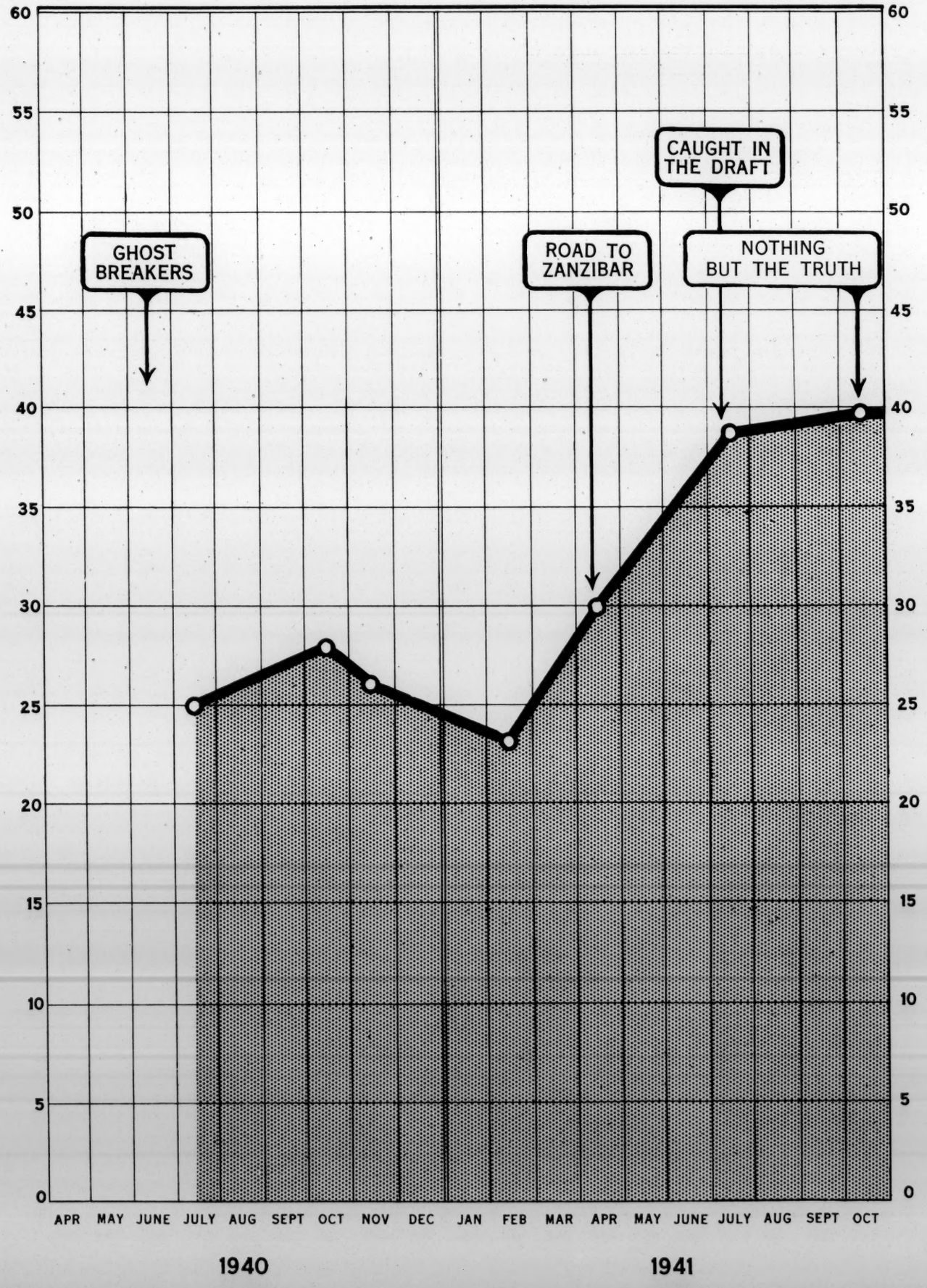






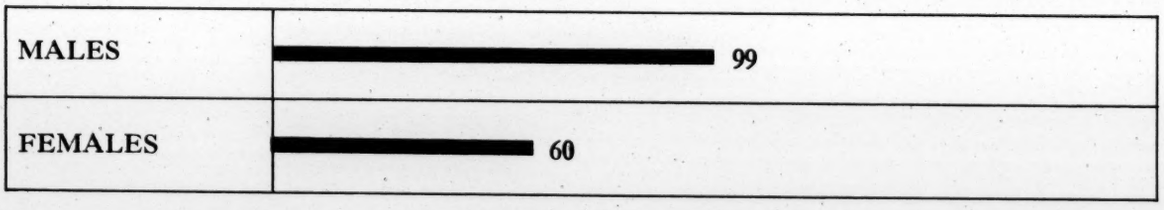


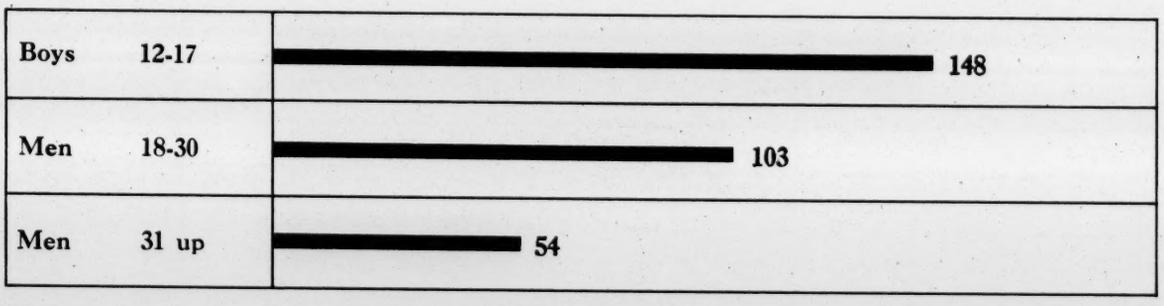
HOPE. BOB
RANK. 6TH

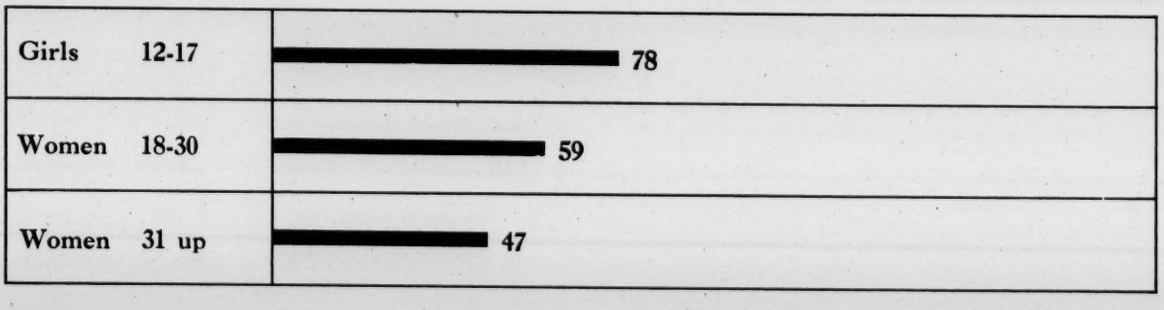


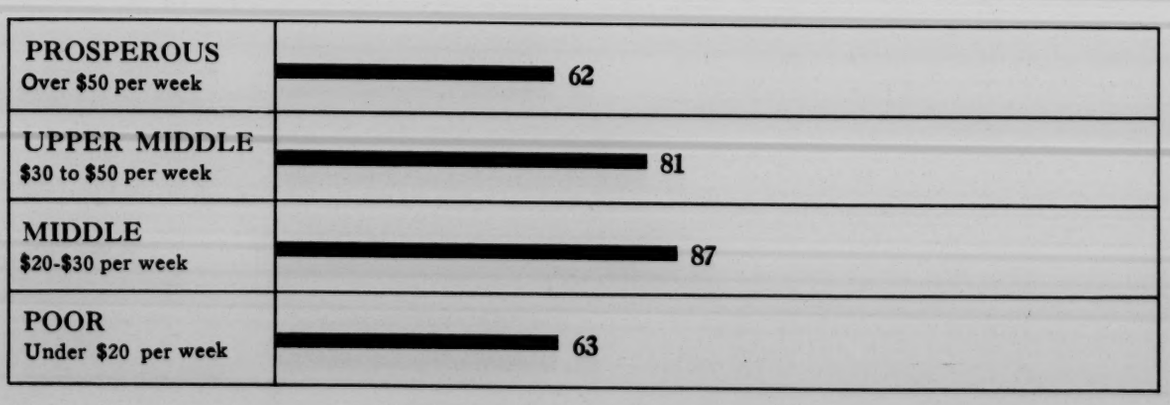
HOPE, Bob

February—April 1941

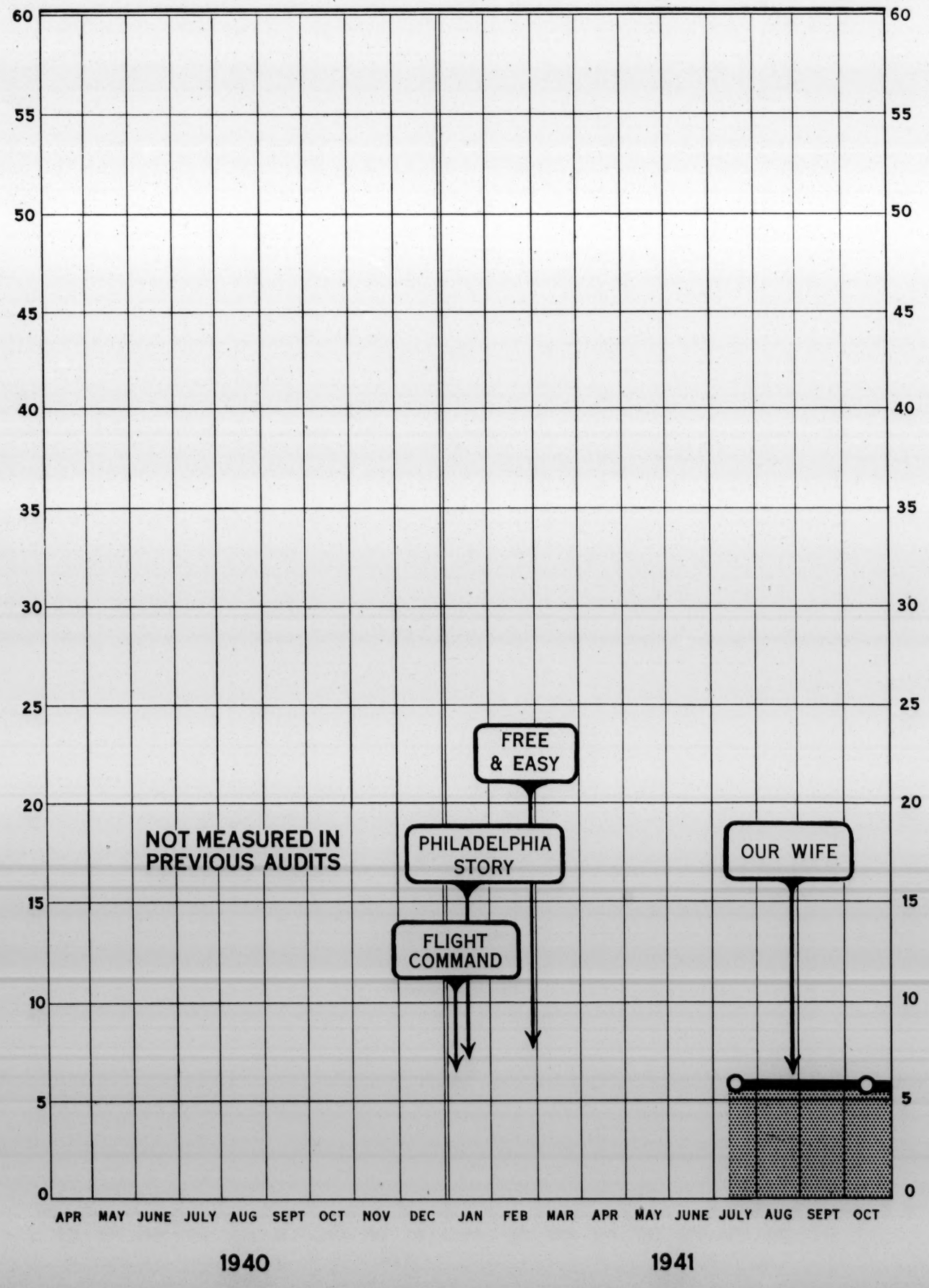




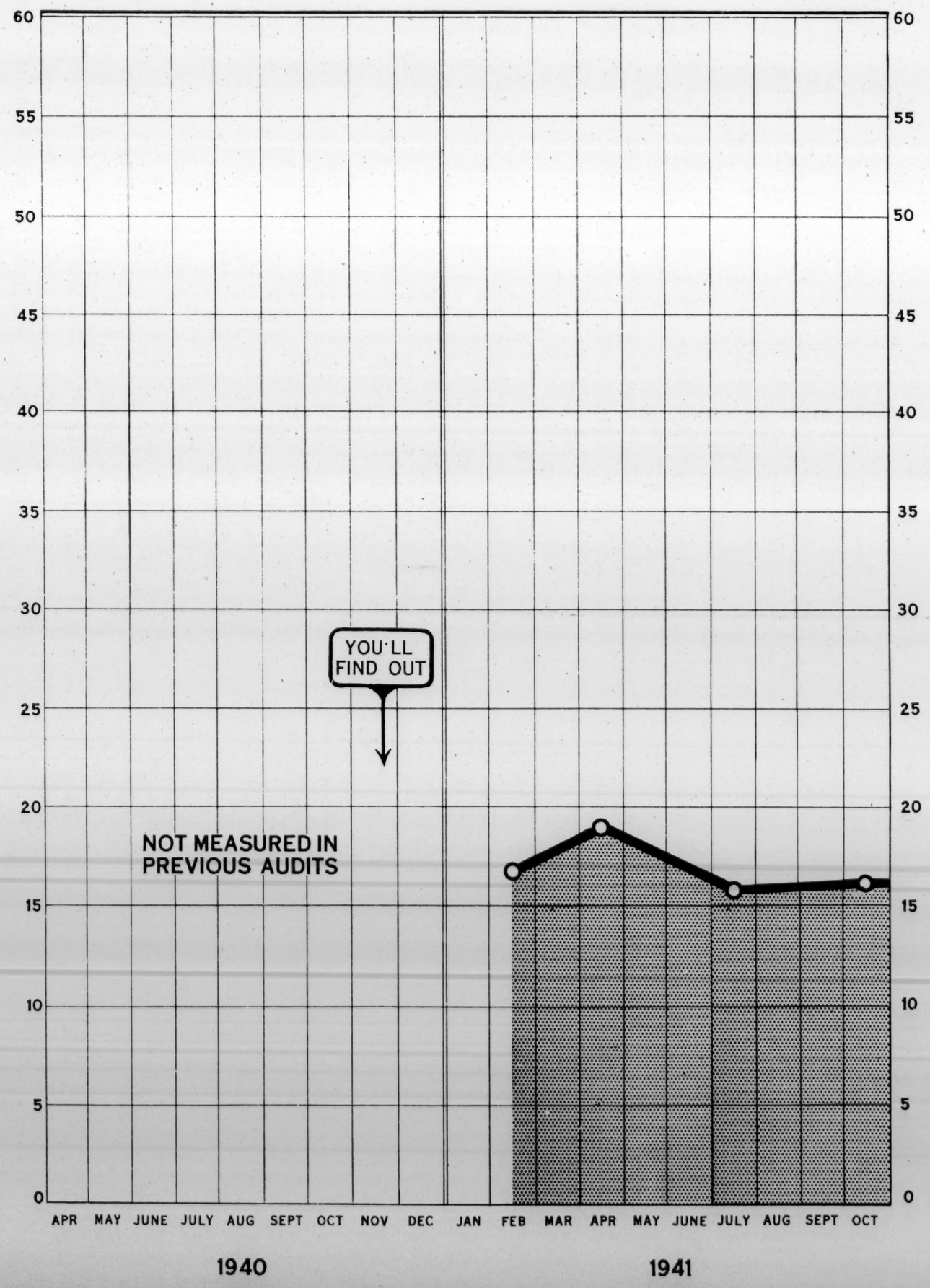




HUSSEY. RUTH
RANK. 124TH

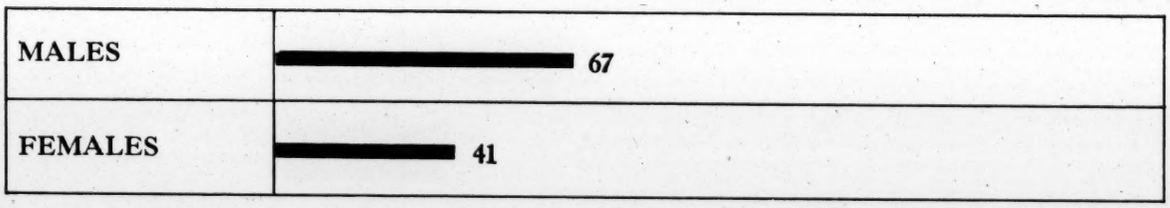


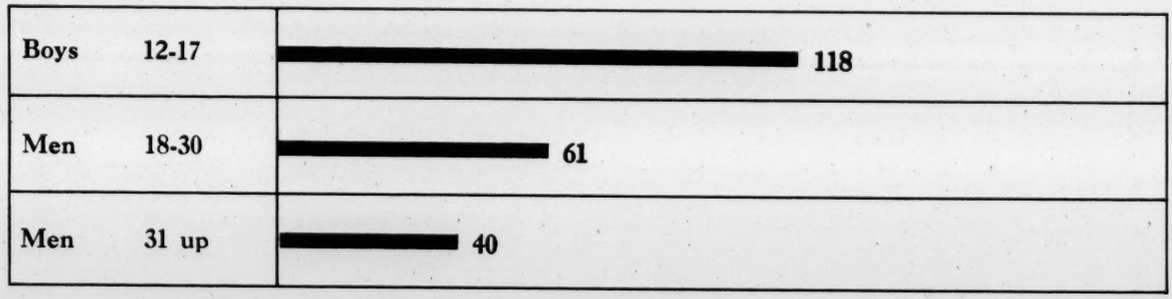
KYSER. KAY
RANK. 62ND

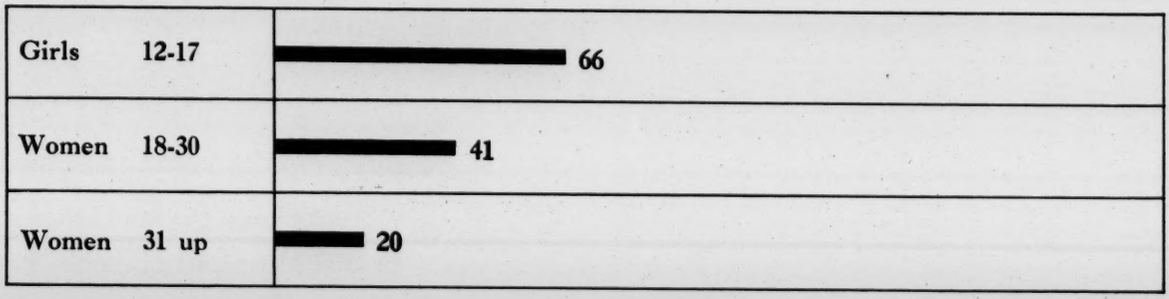


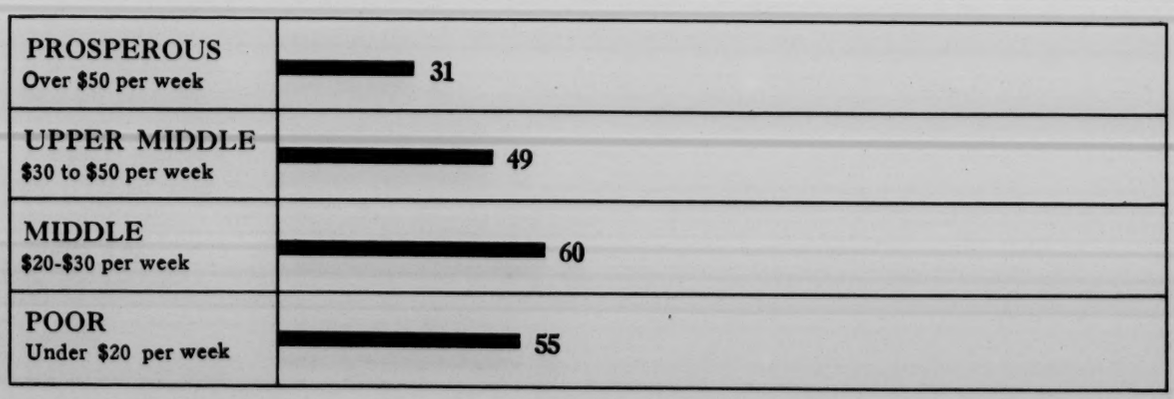
KYSER, Kay

February—April 1941



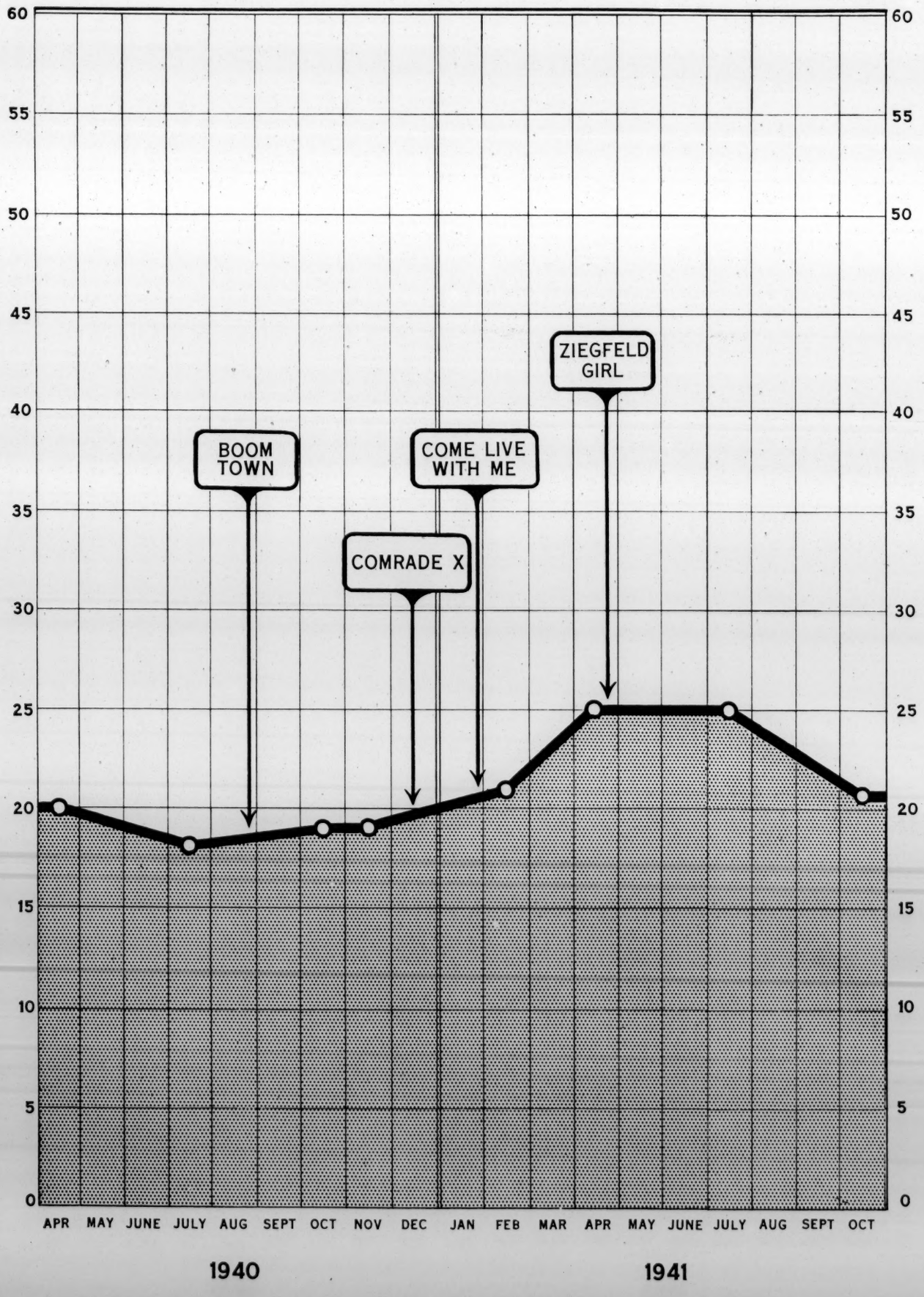






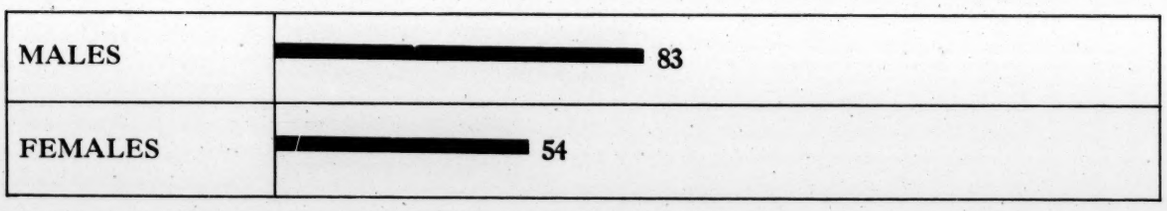
LAMARR. HEDY

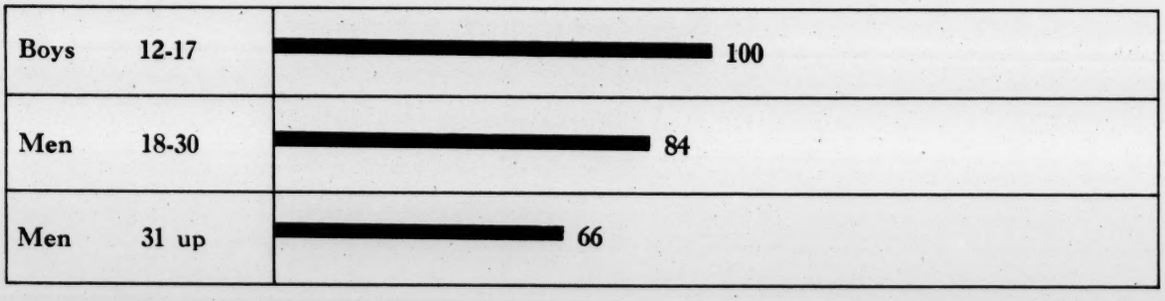
RANK. 42ND

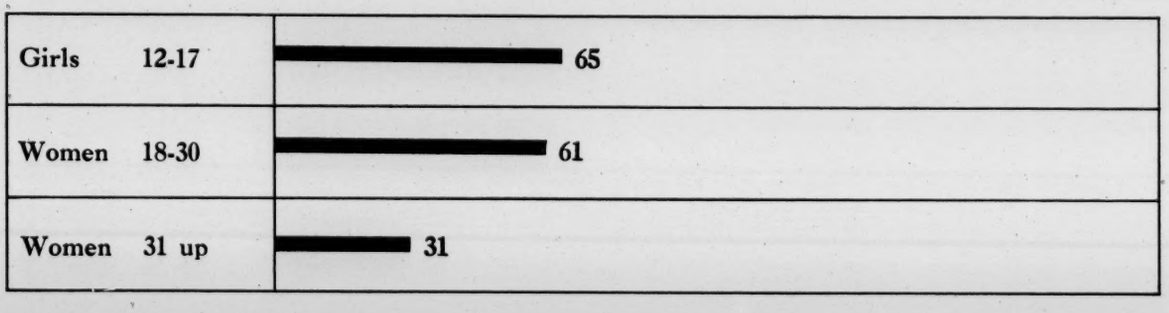


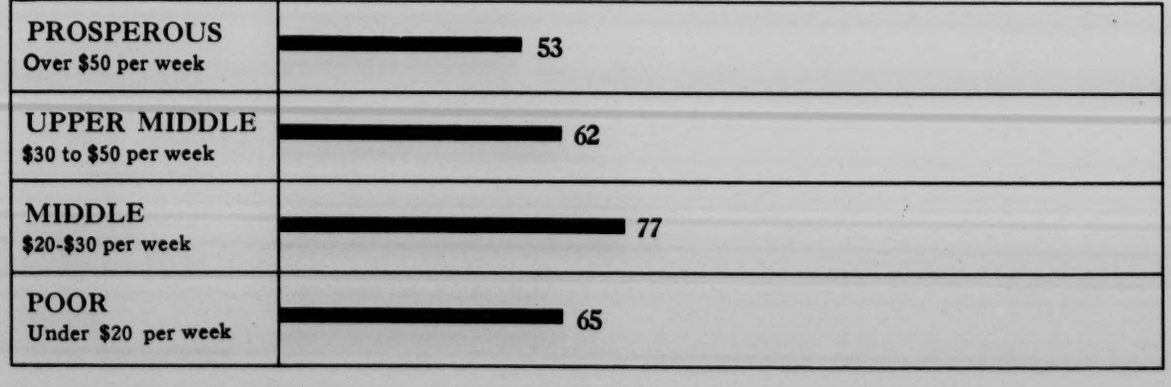
LAMARR, Hedy

February—April 1941



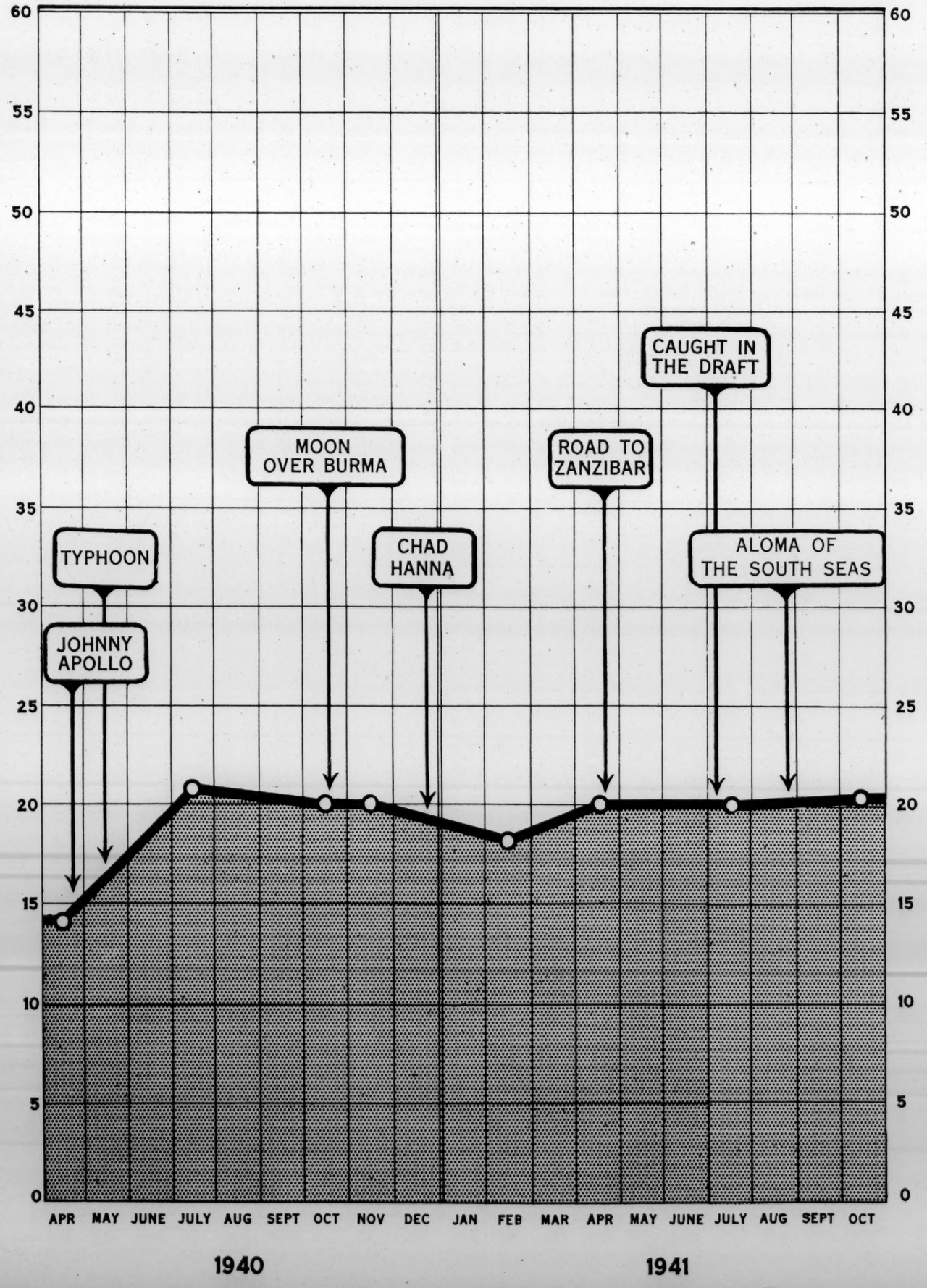






LAMOUR. DOROTHY

RANK. 43RD



LAMOUR, Dorothy

February—April 1941

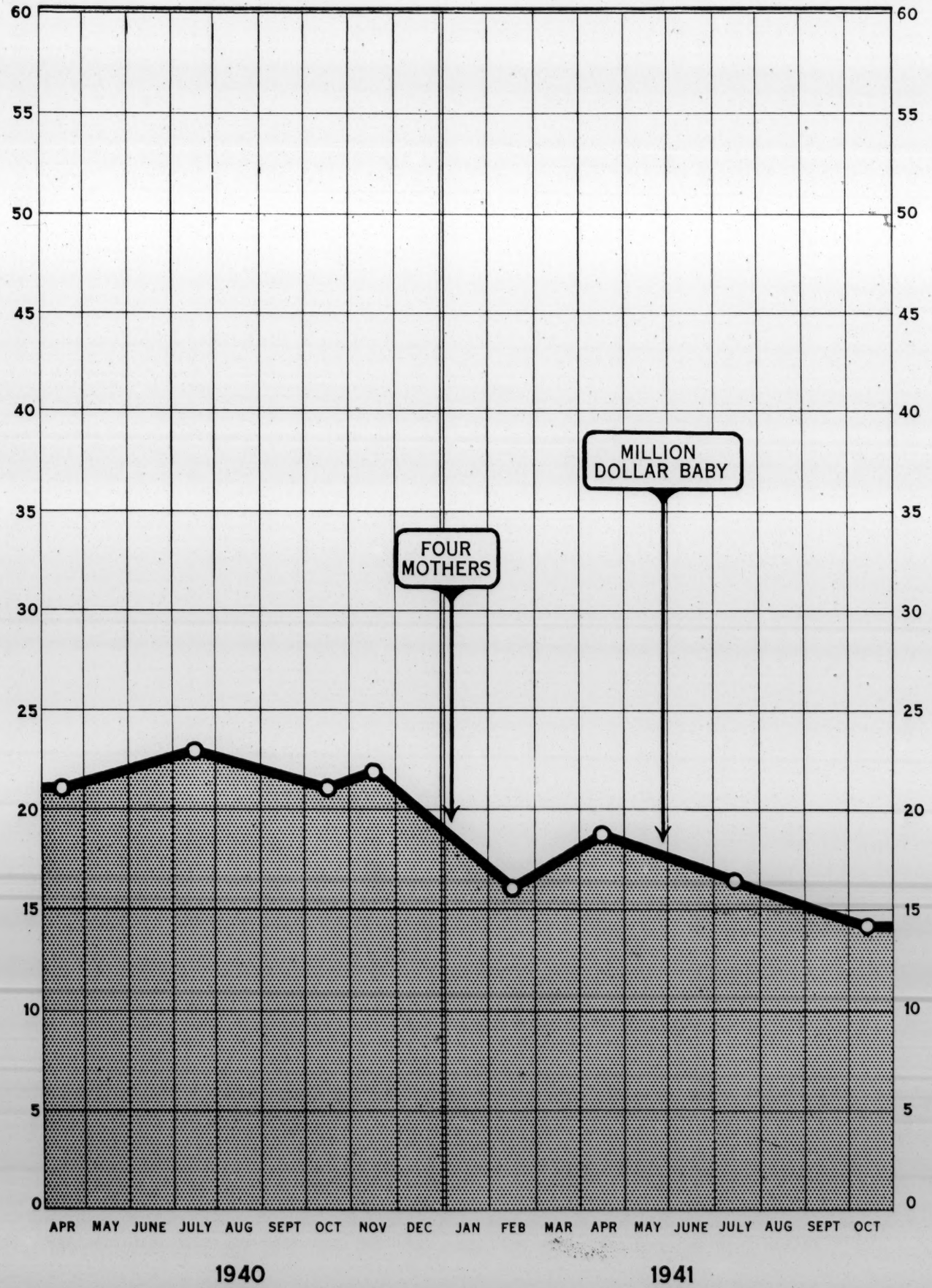
MALES	67
FEMALES	44

Boys 12-17	59
Men 18-30	71
Men 31 up	67

Girls 12-17	67
Women 18-30	44
Women 31 up	24

PROSPEROUS Over $50 per week	48
UPPER MIDDLE $30 to $50 per week	39
MIDDLE $20-$30 per week	62
POOR Under $20 per week	73

LANE. PRISCILLA
RANK. 68TH



LANE, Priscilla

February—April 1941

MALES	41
FEMALES	56

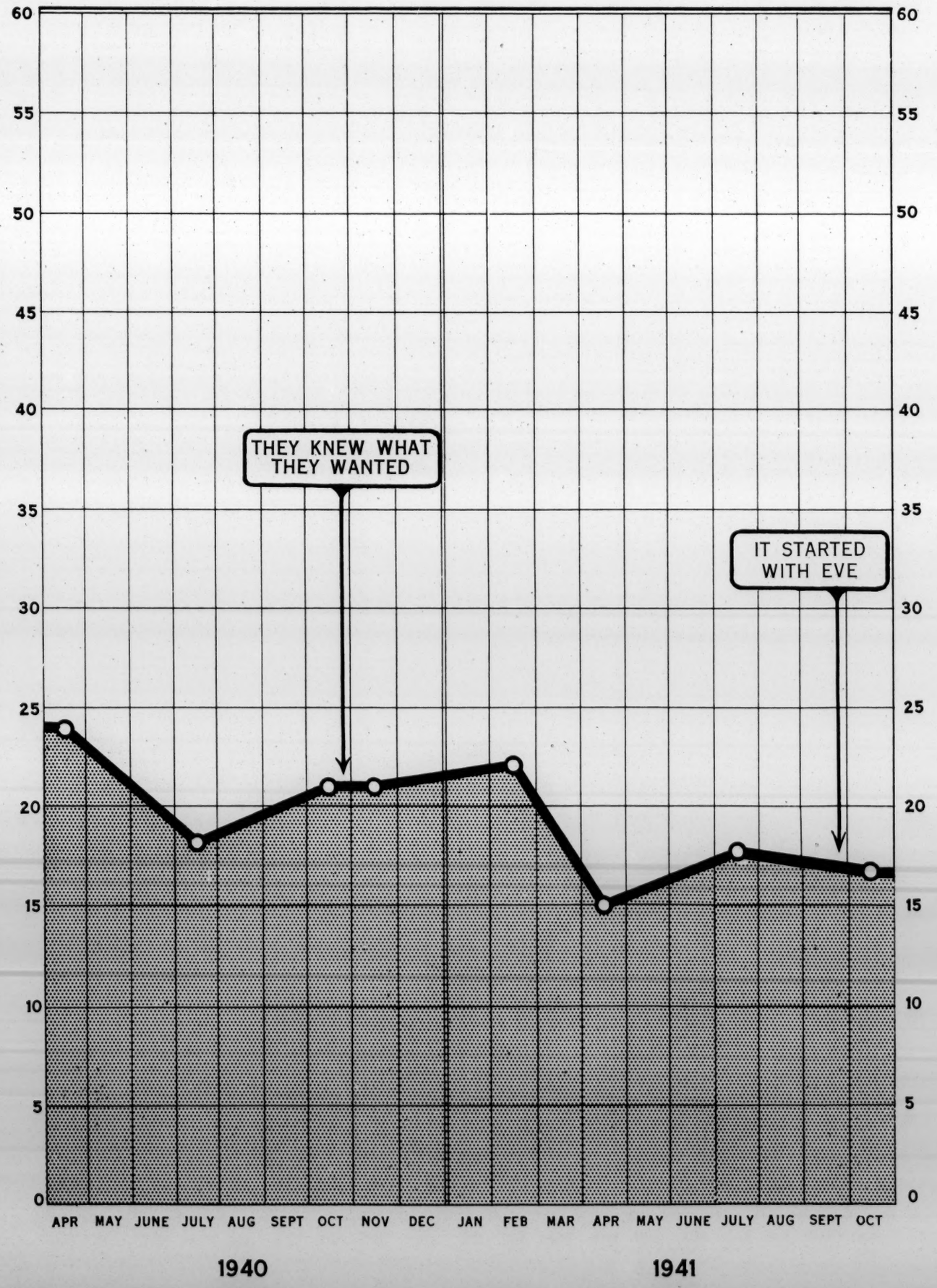
Boys 12-17	44
Men 18-30	42
Men 31 up	33

Girls 12-17	70
Women 18-30	56
Women 31 up	45

PROSPEROUS Over $50 per week	40
UPPER MIDDLE $30 to $50 per week	45
MIDDLE $20-$30 per week	55
POOR Under $20 per week	59

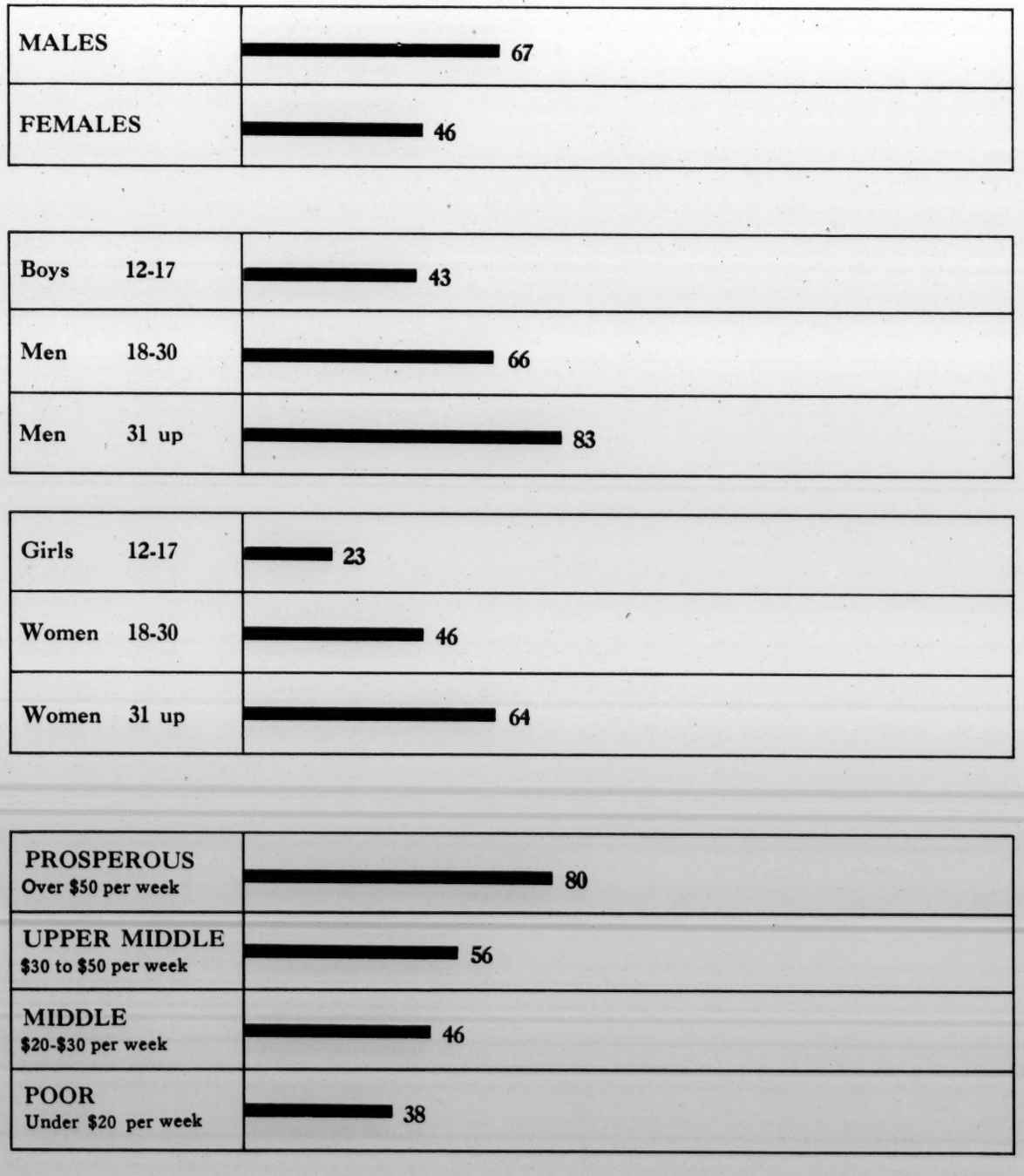
LAUGHTON. CHARLES

RANK. 59TH

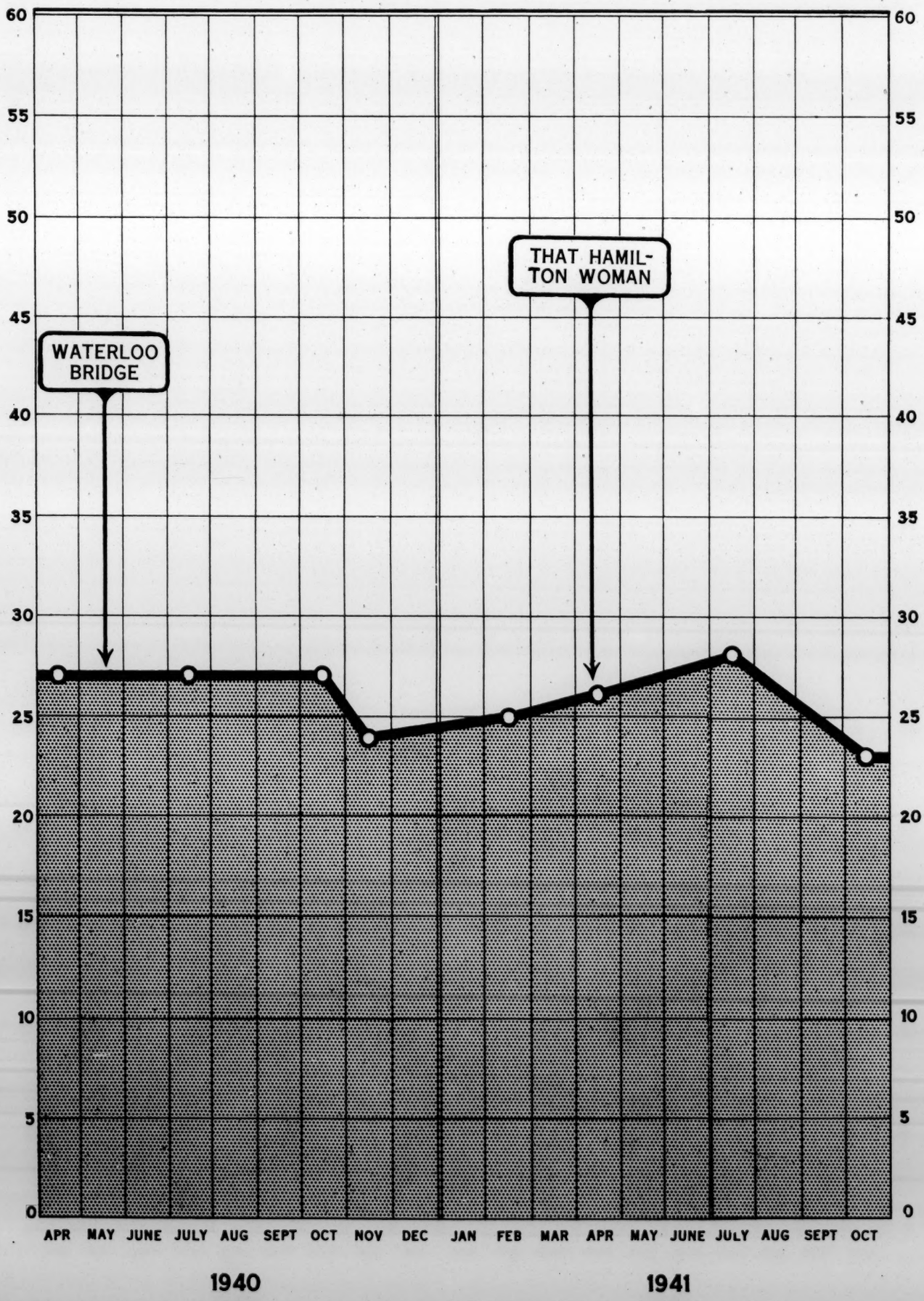


LAUGHTON, Charles

February—April 1941

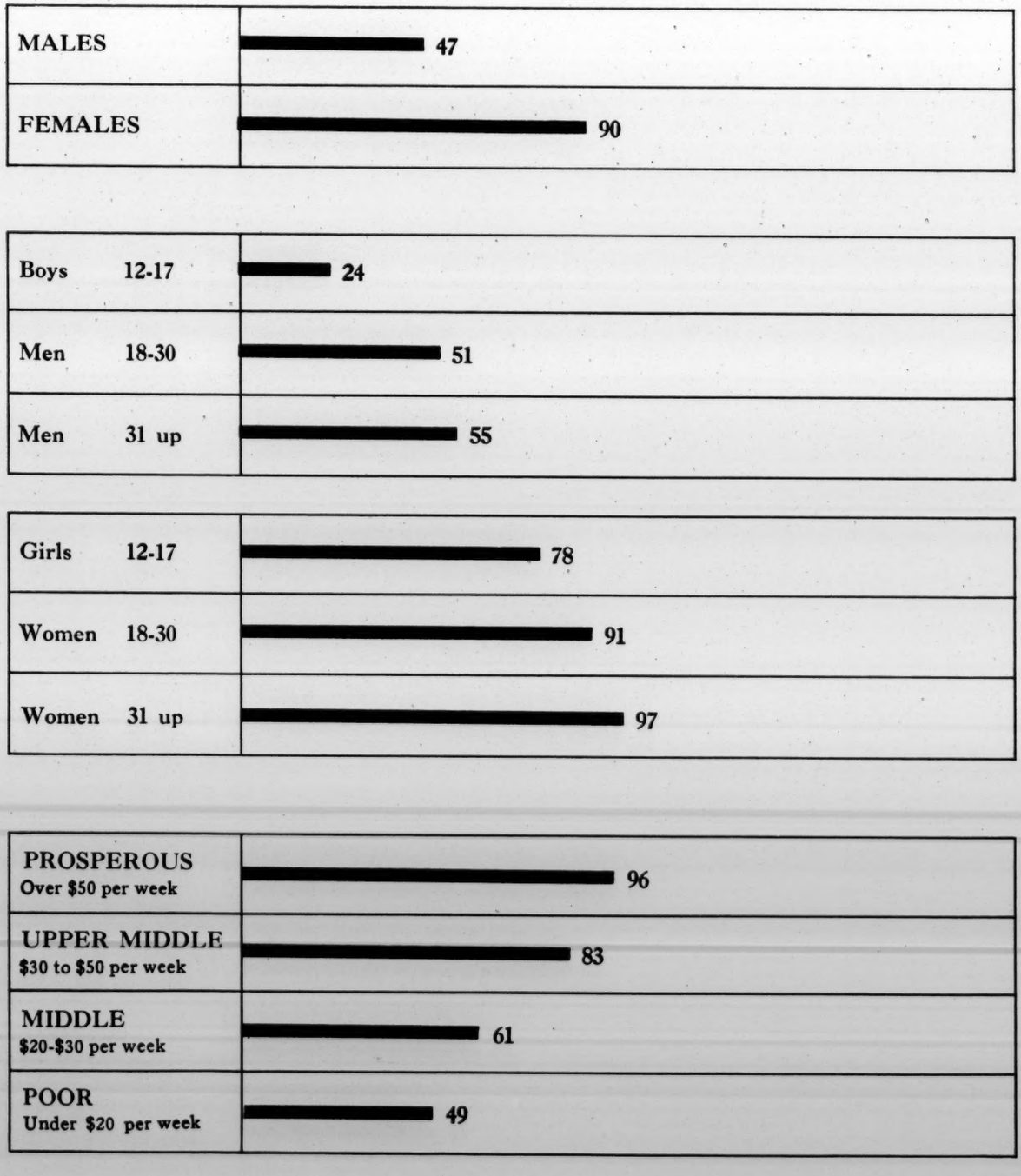


LEIGH. VIVIEN
RANK. 31ST



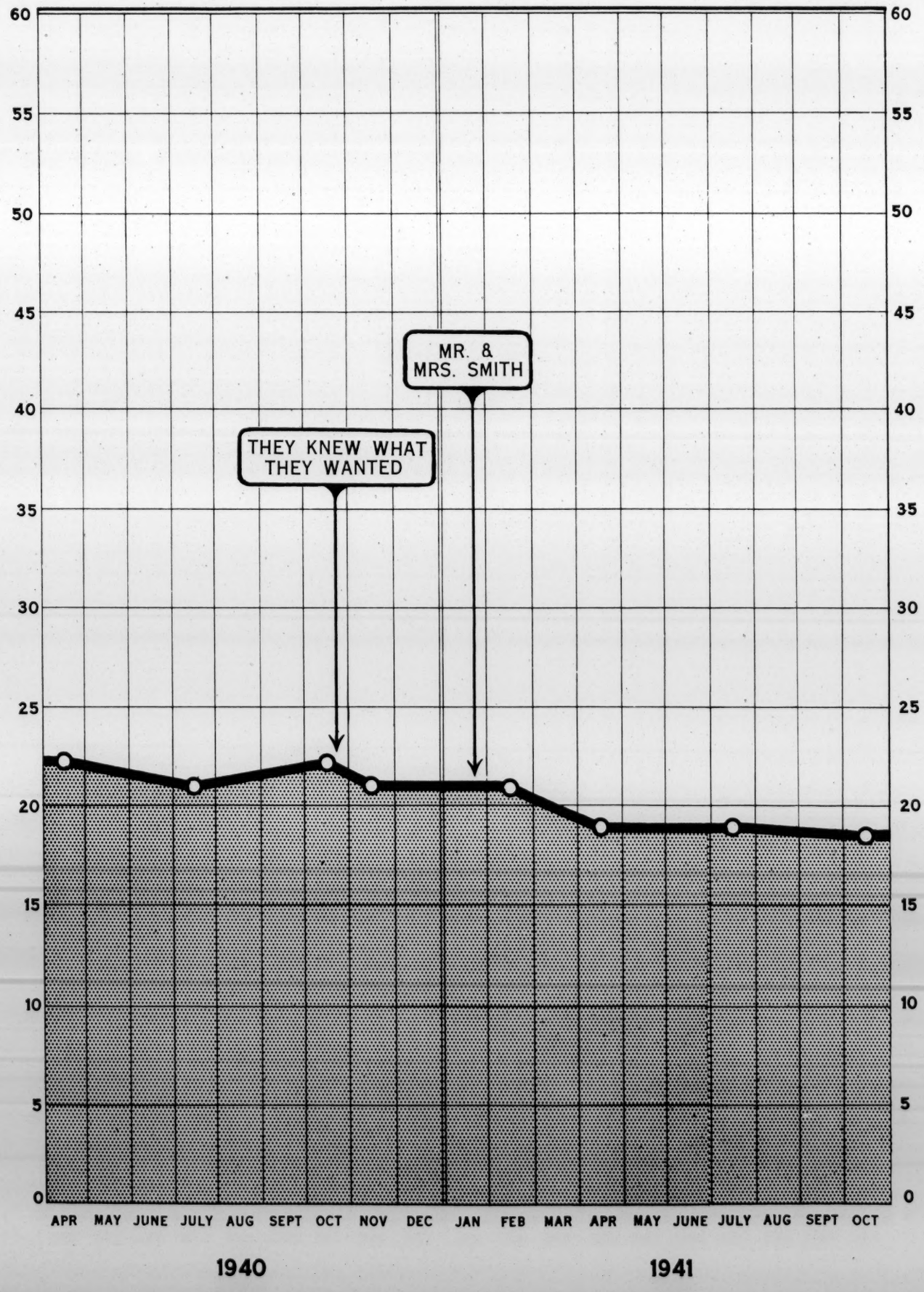
LEIGH, Vivien

February—April 1941



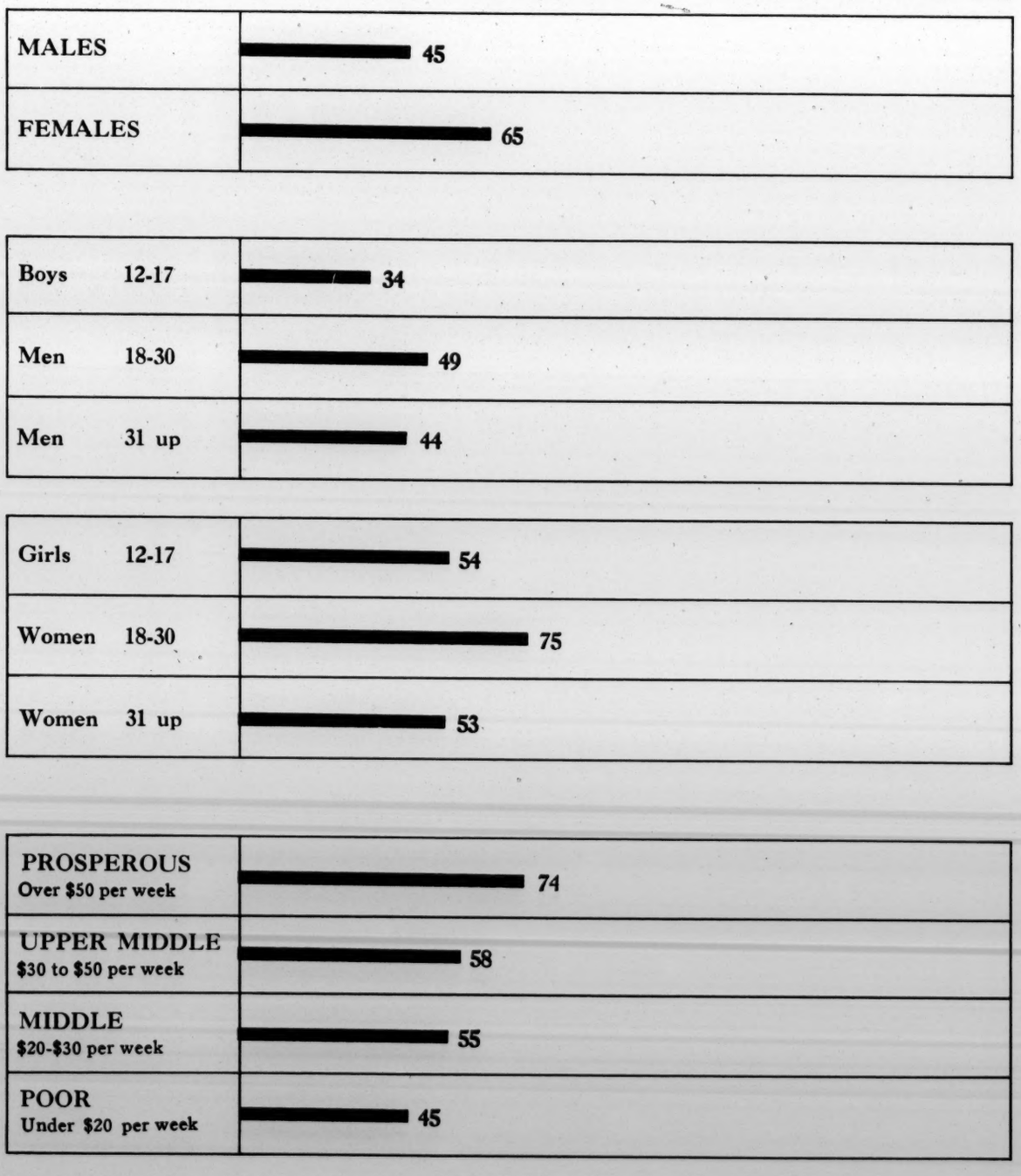
LOMBARD. CAROLE

RANK. 54TH



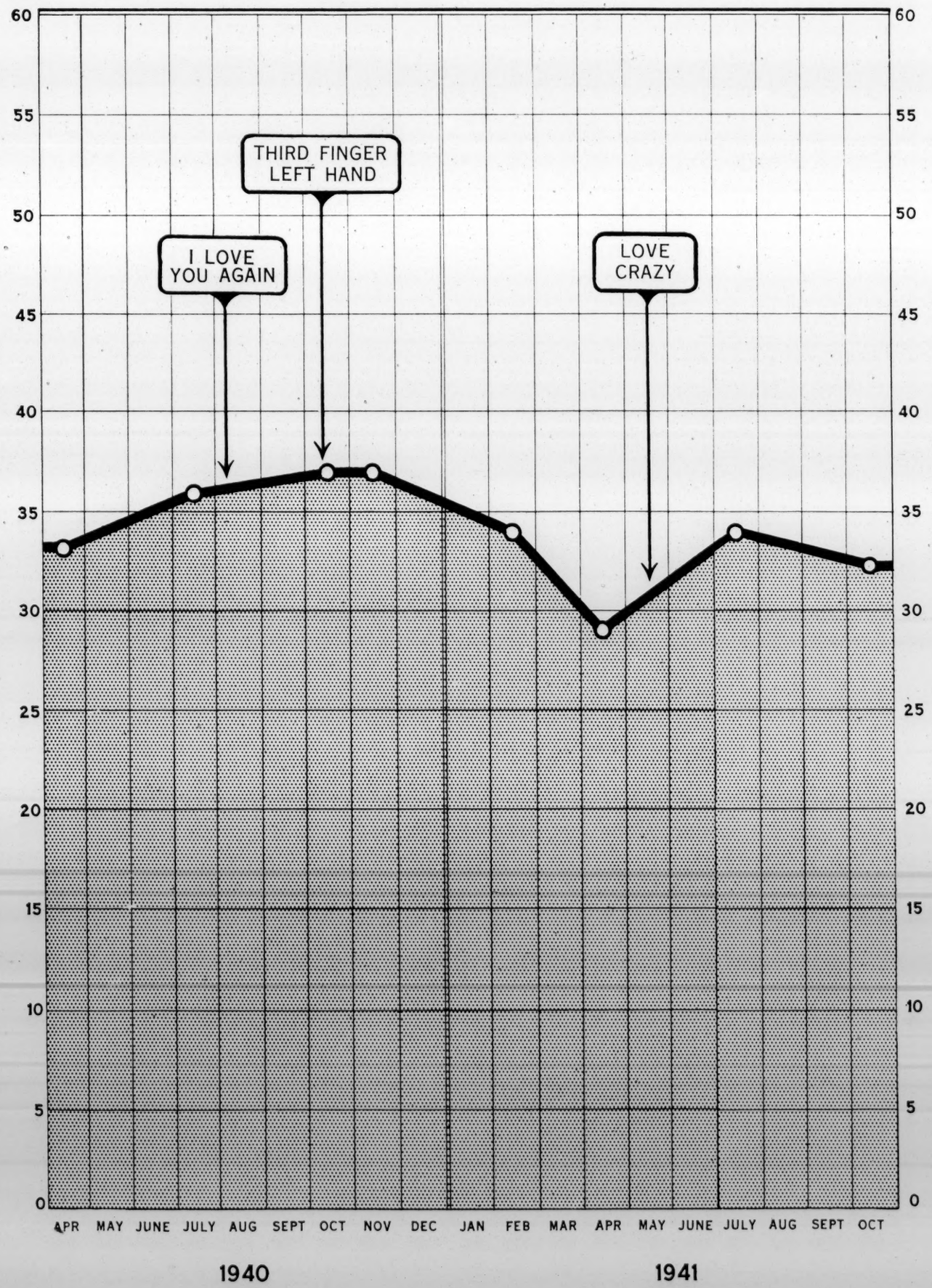
LOMBARD, Carole

February—April 1941



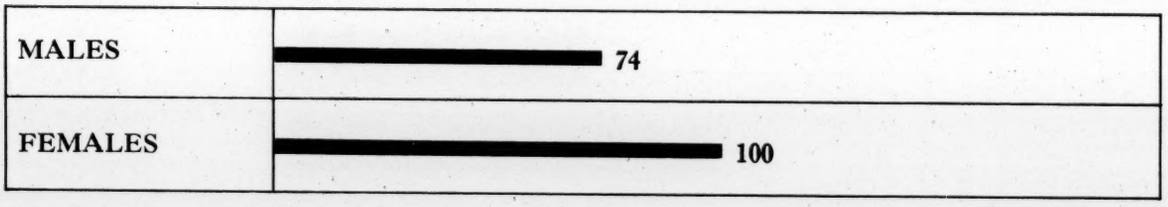
LOY, MYRNA

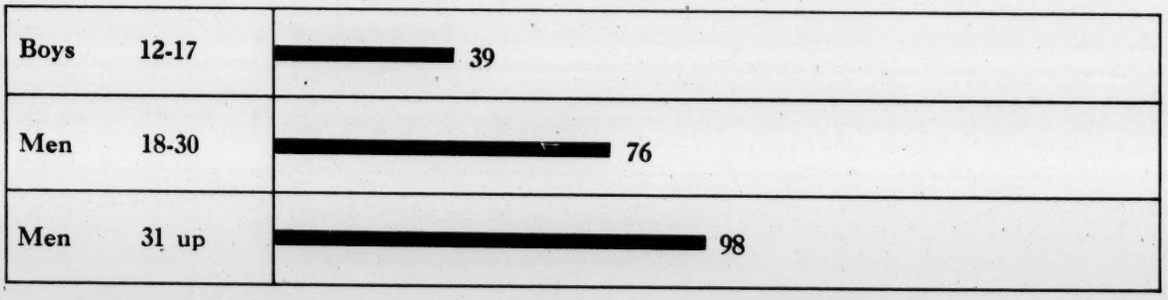
RANK, 11TH

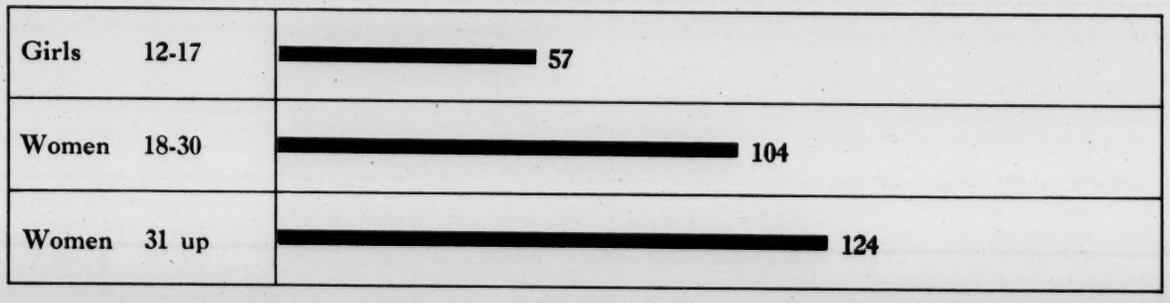


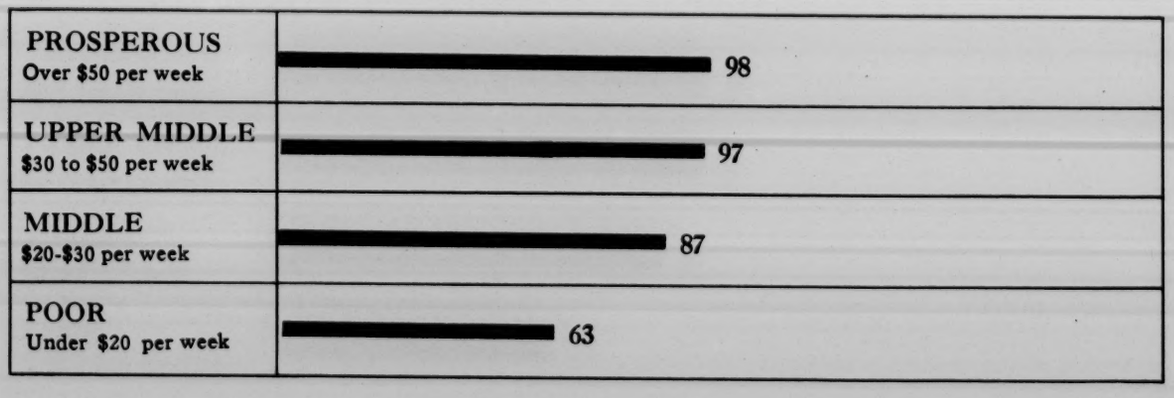
LOY, Myrna

February—April 1941

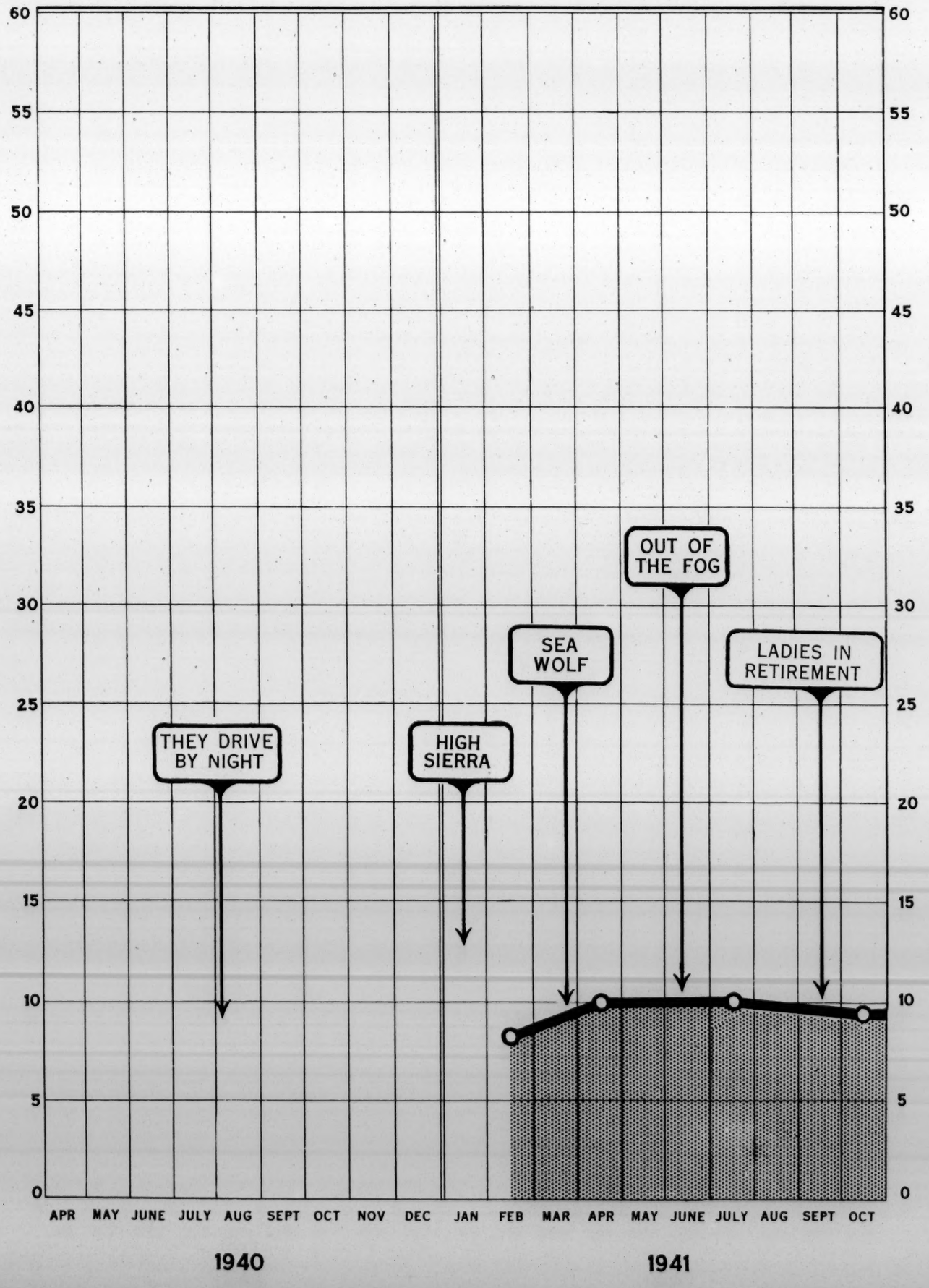








LUPINO. IDA
RANK. 96TH



LUPINO, Ida

February—April 1941

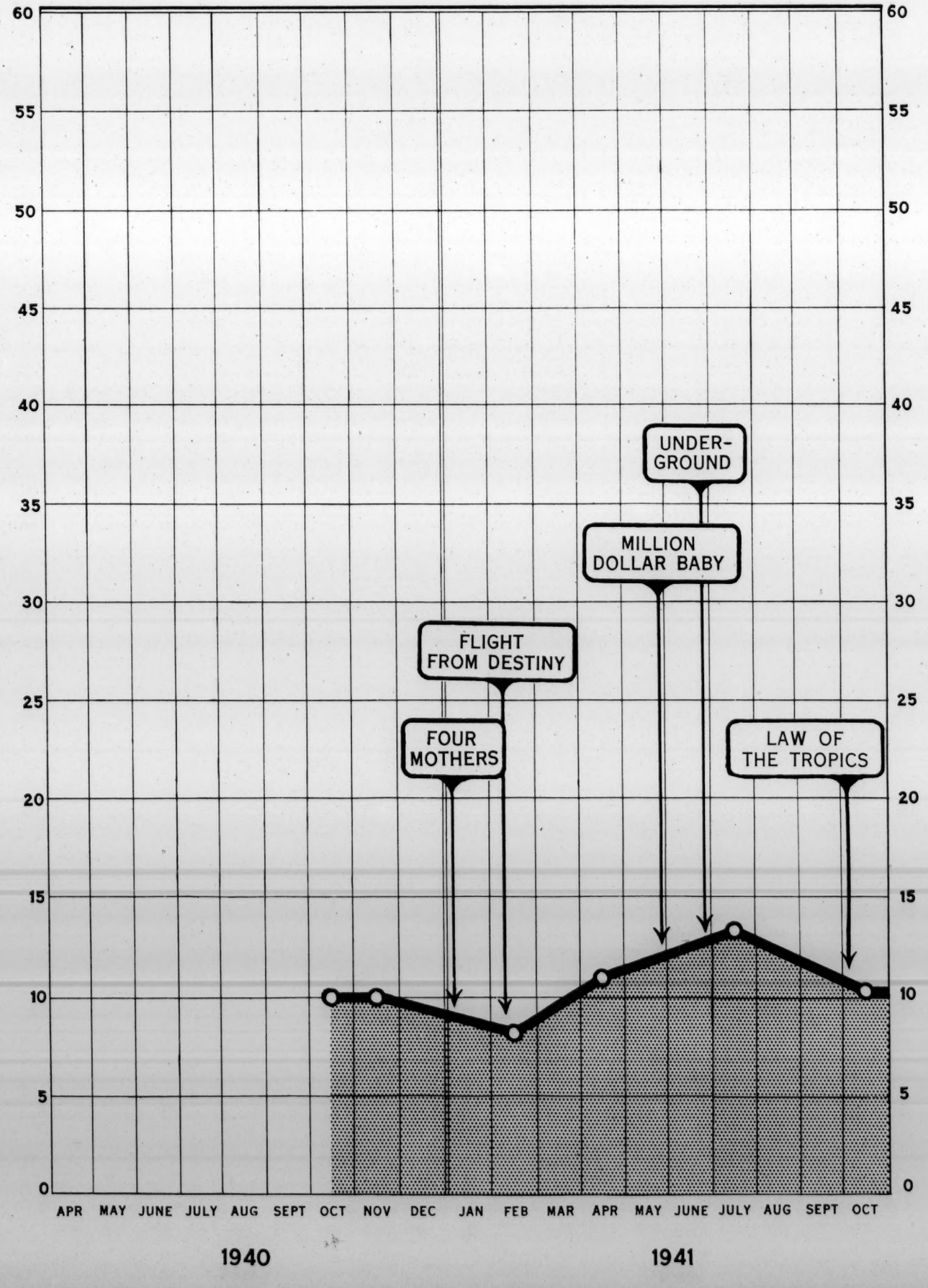
MALES	20
FEMALES	29

Boys 12-17	15
Men 18-30	22
Men 31 up	20

Girls 12-17	38
Women 18-30	31
Women 31 up	17

PROSPEROUS Over $50 per week	26
UPPER MIDDLE $30 to $50 per week	23
MIDDLE $20-$30 per week	28
POOR Under $20 per week	19

LYNN. JEFFREY
RANK. 89TH



LYNN, Jeffrey

February—April 1941

MALES	17
FEMALES	36

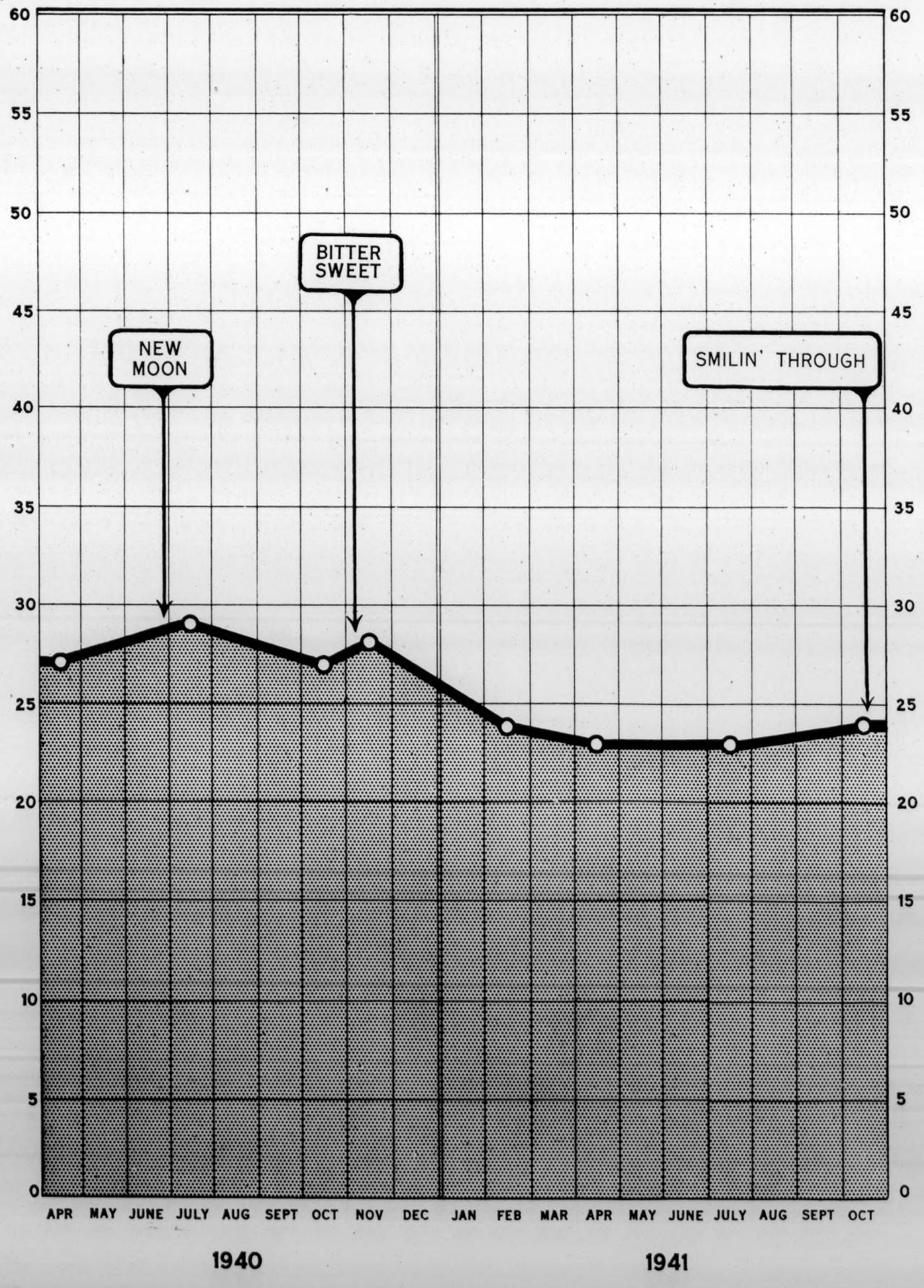
Boys 12-17	24
Men 18-30	17
Men 31 up	11

Girls 12-17	41
Women 18-30	39
Women 31 up	21

PROSPEROUS Over $50 per week	23
UPPER MIDDLE $30 to $50 per week	24
MIDDLE $20-$30 per week	32
POOR Under $20 per week	29

MACDONALD. JEANETTE

RANK. 29TH



MacDONALD, Jeanette

February—April 1941

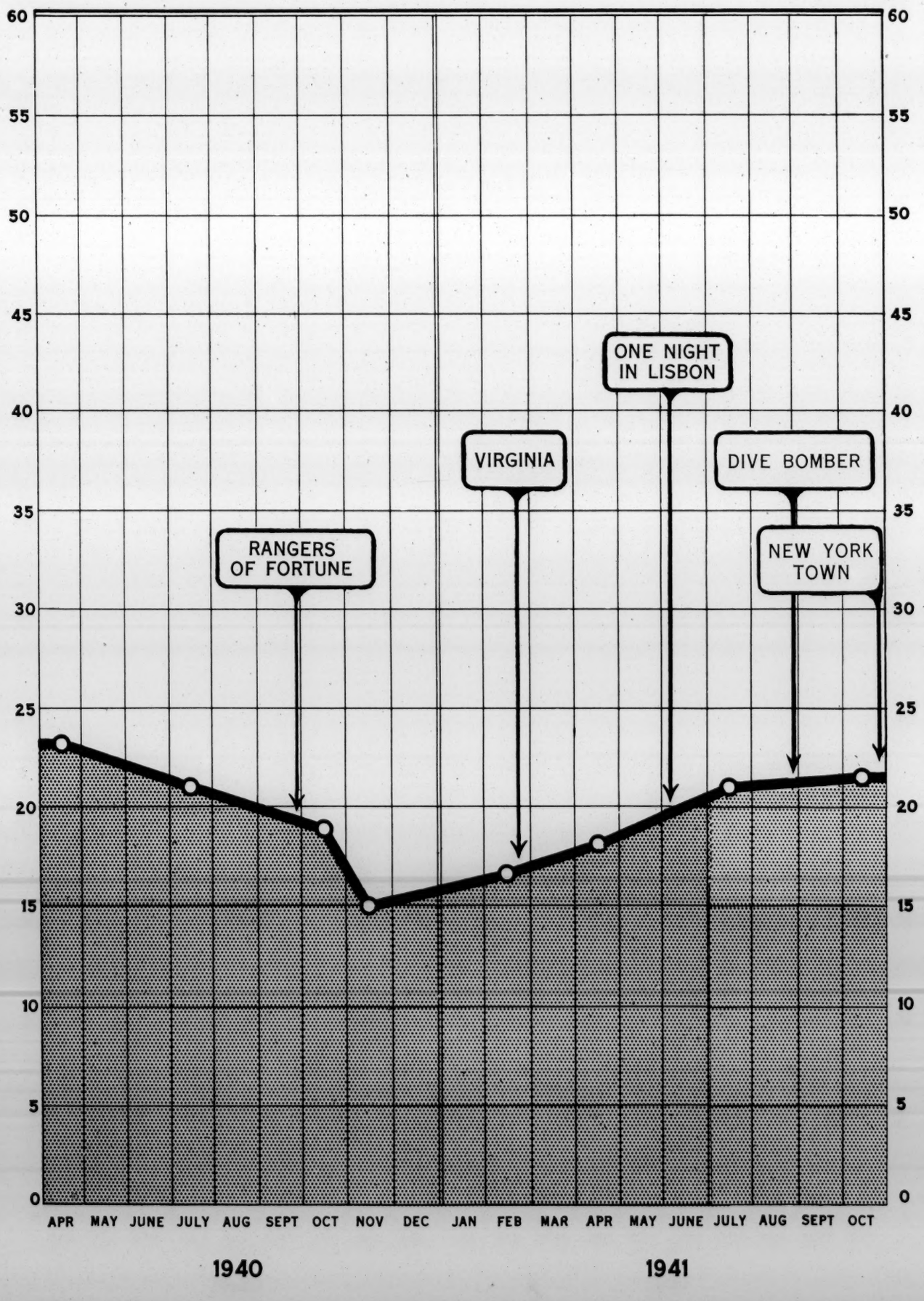
MALES	50
FEMALES	79

Boys 12-17	38
Men 18-30	39
Men 31 up	86

Girls 12-17	69
Women 18-30	72
Women 31 up	102

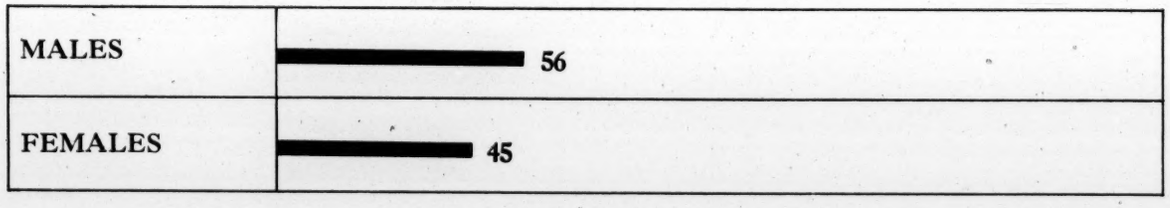
PROSPEROUS Over $50 per week	73
UPPER MIDDLE $30 to $50 per week	68
MIDDLE $20-$30 per week	68
POOR Under $20 per week	66

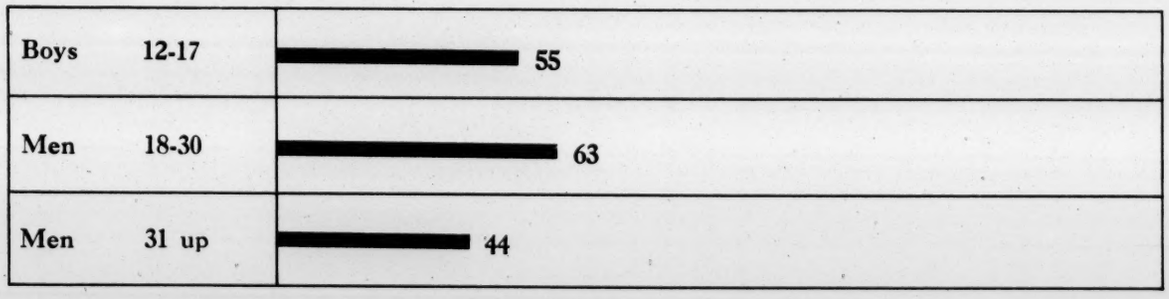
MACMURRAY, FRED
RANK, 38TH

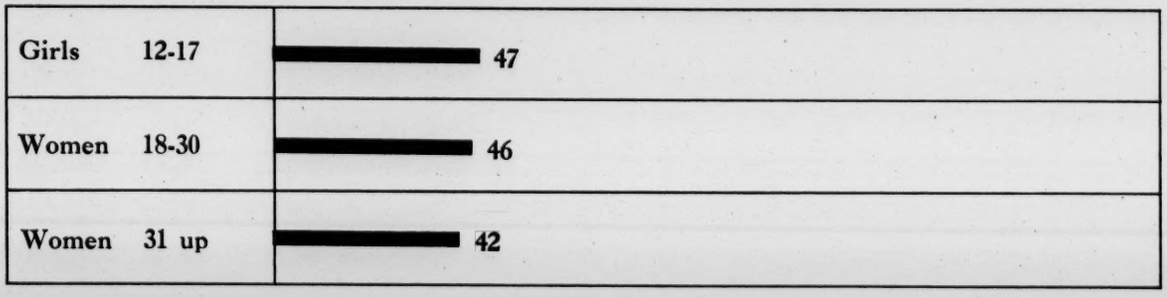


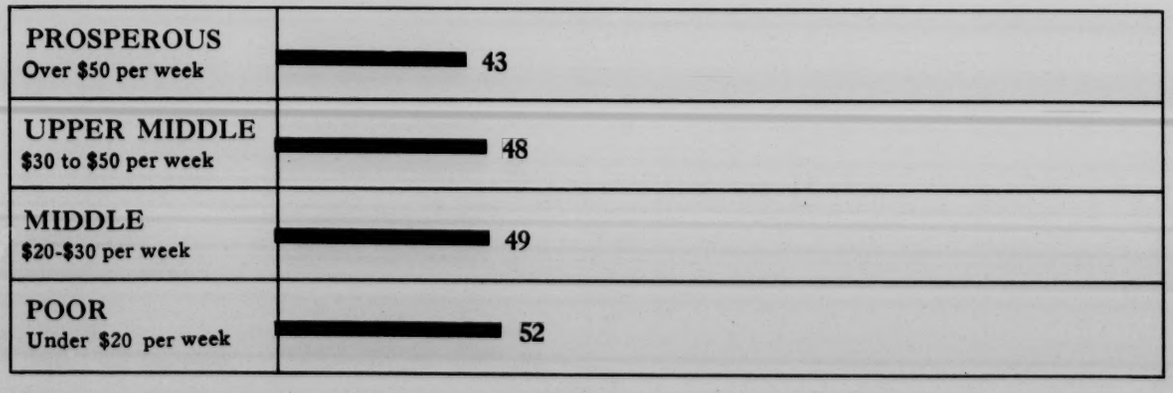
MacMURRAY, Fred

February—April 1941

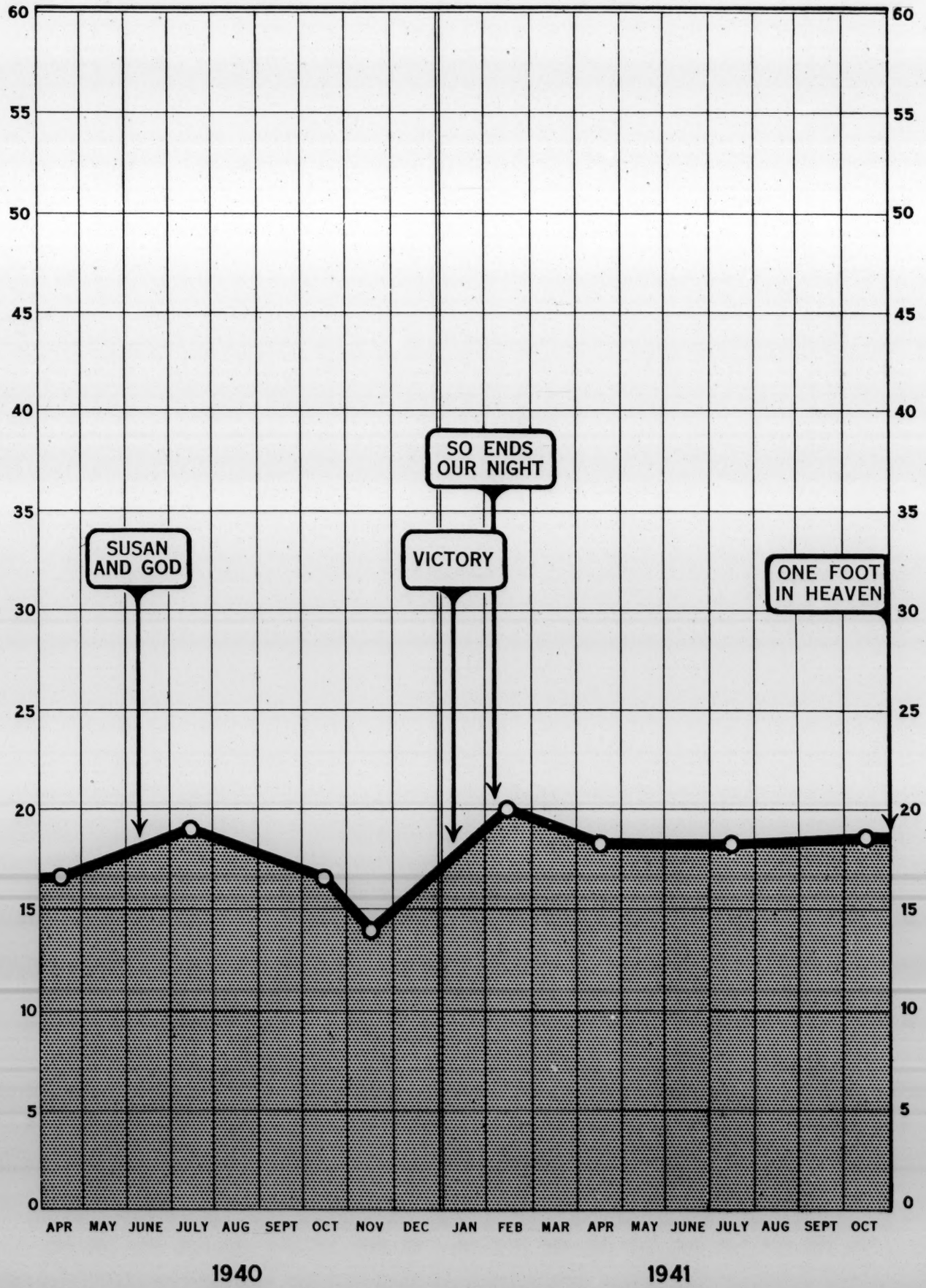






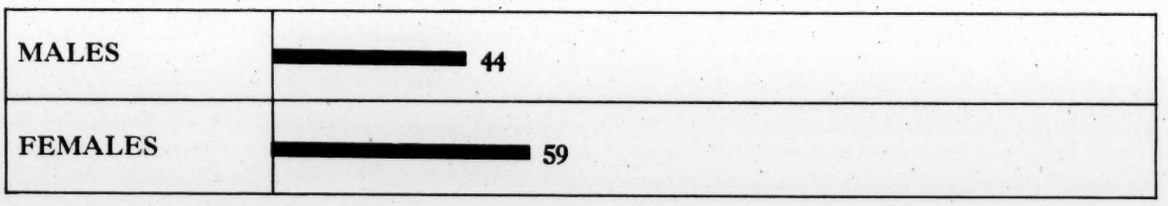


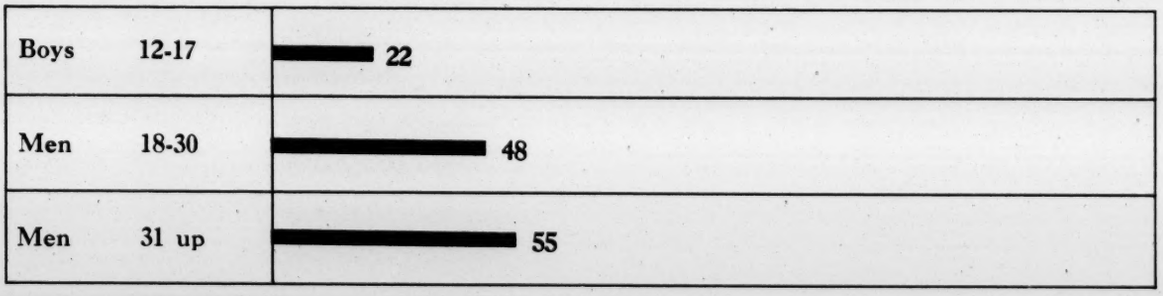
MARCH. FREDRIC
RANK. 53RD

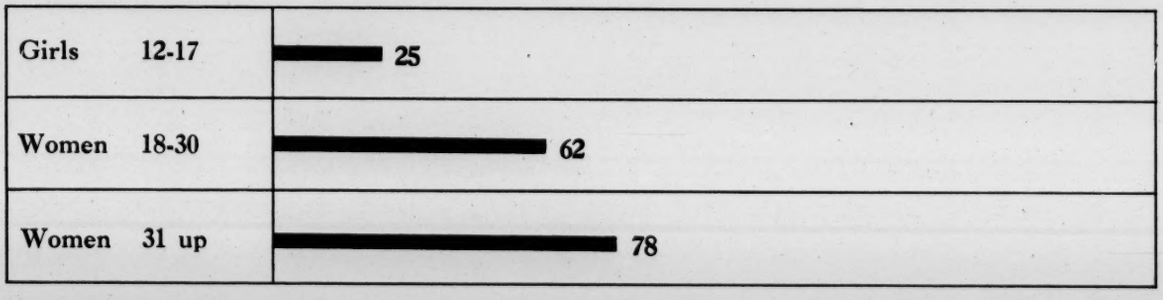


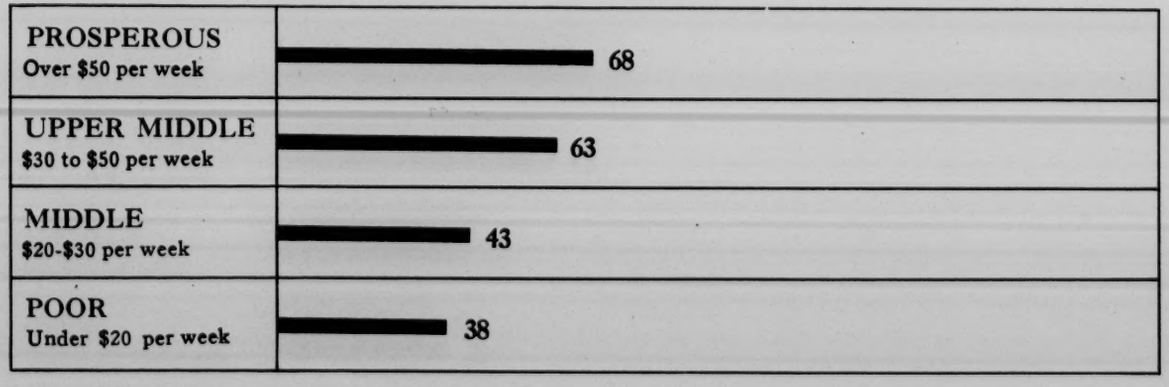
MARCH, Fredric

February—April 1941



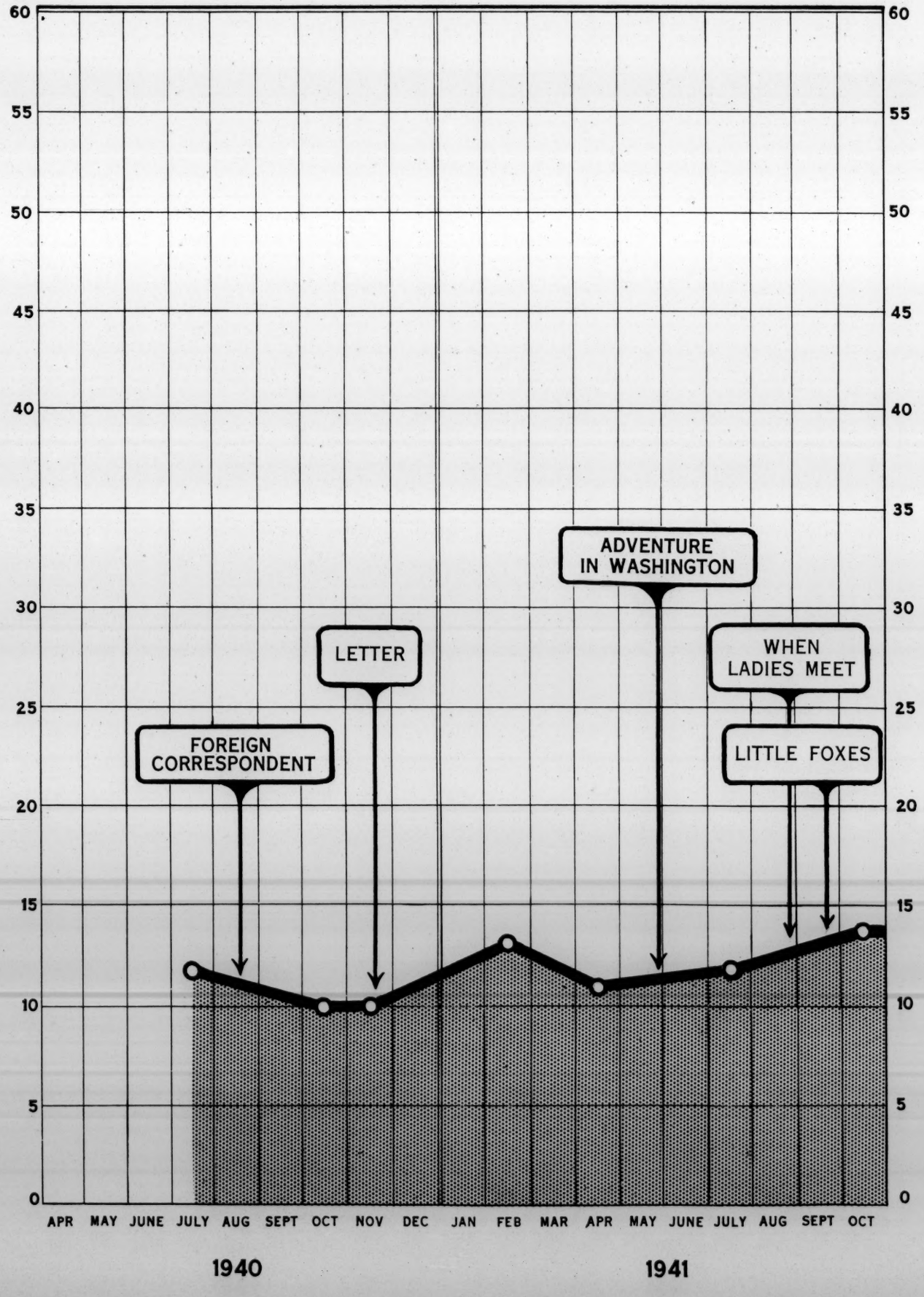






MARSHALL. HERBERT

RANK. 75TH



MARSHALL, Herbert

February—April 1941

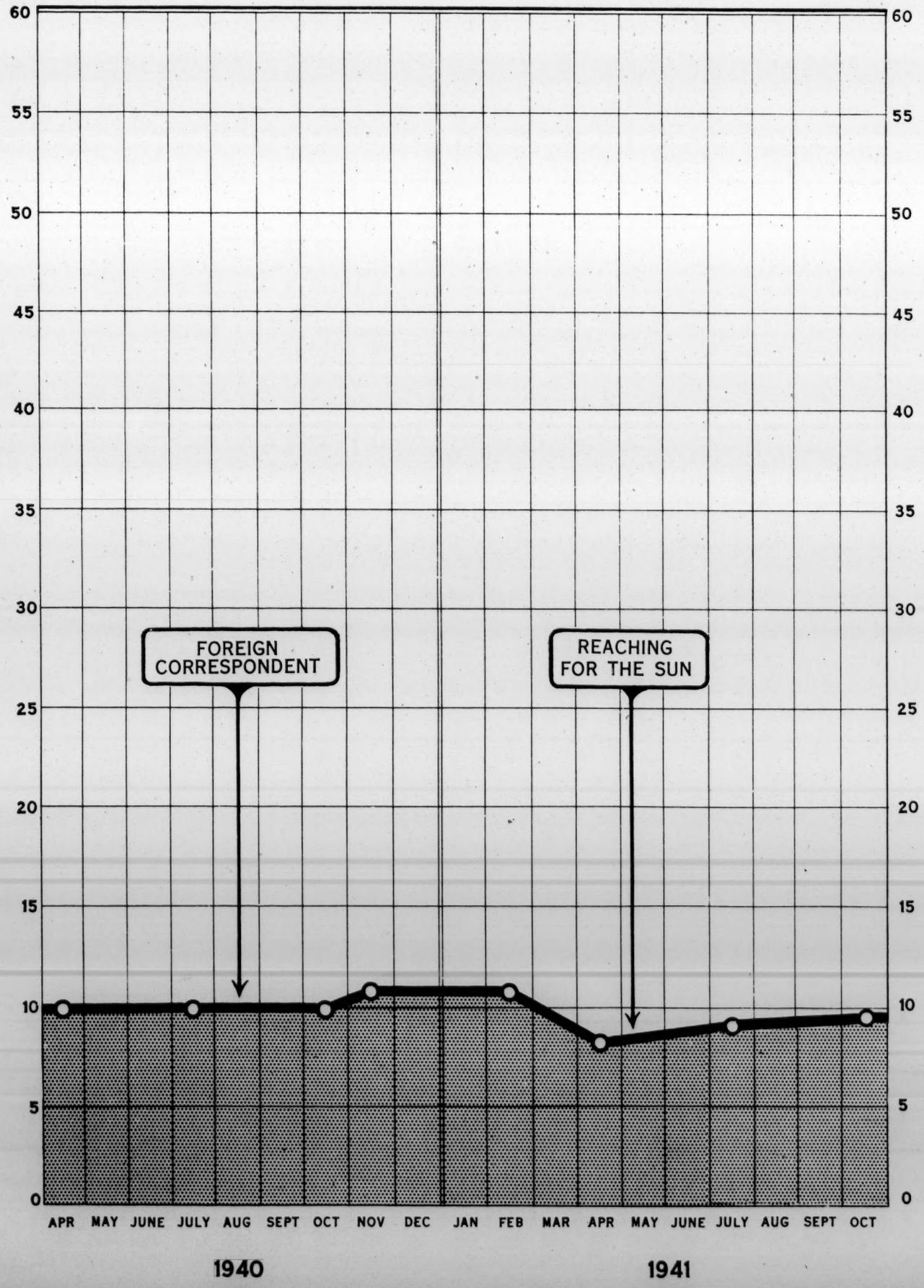
MALES	22
FEMALES	41

Boys 12-17	12
Men 18-30	20
Men 31 up	35

Girls 12-17	20
Women 18-30	39
Women 31 up	64

PROSPEROUS Over $50 per week	47
UPPER MIDDLE $30 to $50 per week	36
MIDDLE $20-$30 per week	31
POOR Under $20 per week	26

McCREA. JOEL
RANK. 98TH



McCREA, Joel

February—April 1941

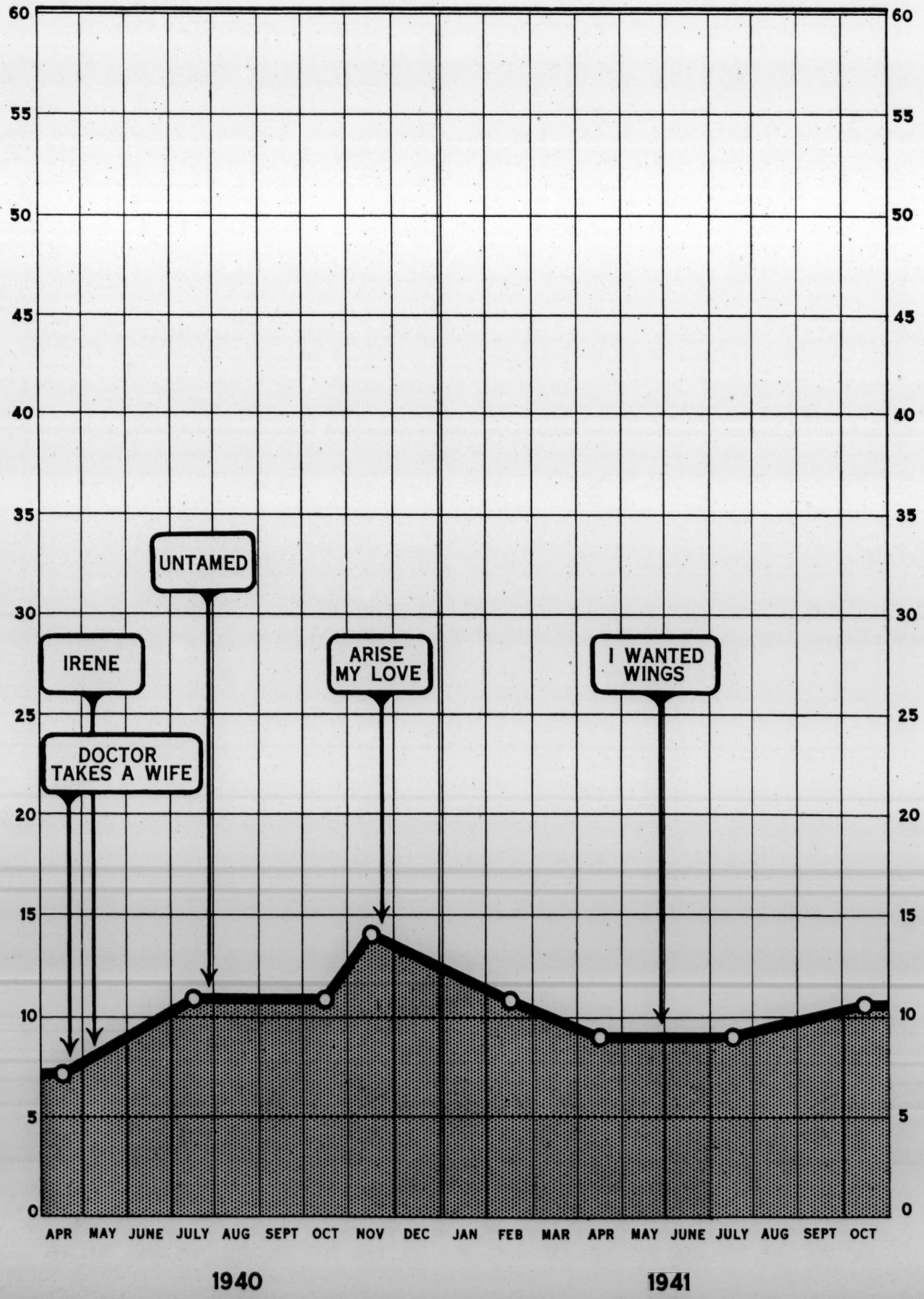
MALES	31
FEMALES	23

Boys 12-17	31
Men 18-30	35
Men 31 up	25

Girls 12-17	24
Women 18-30	26
Women 31 up	16

PROSPEROUS Over $50 per week	19
UPPER MIDDLE $30 to $50 per week	31
MIDDLE $20-$30 per week	21
POOR Under $20 per week	31

MILLAND. RAY
RANK. 84TH



MILLAND, Ray

February—April 1941

MALES	20
FEMALES	34

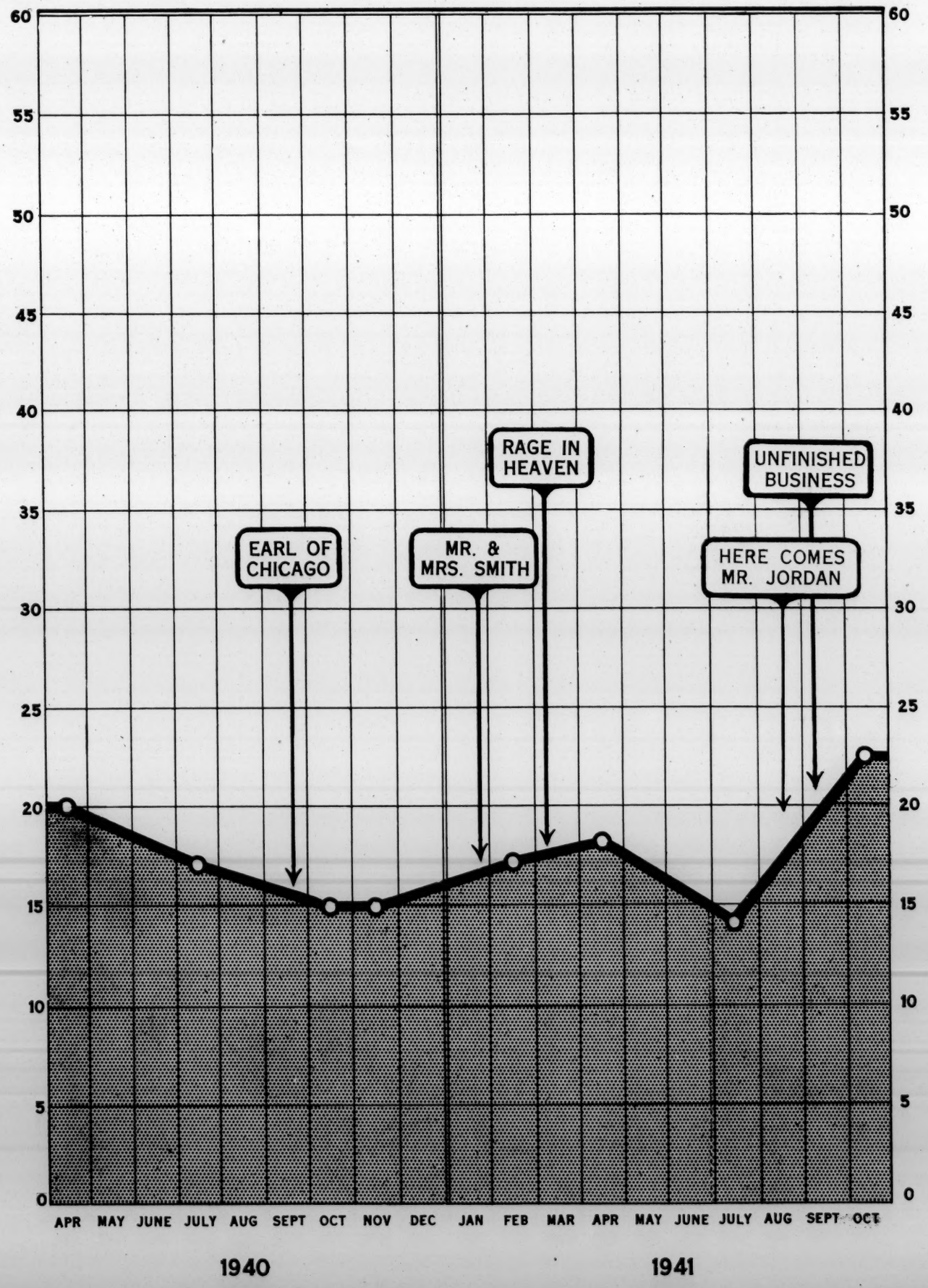
Boys 12-17	29
Men 18-30	21
Men 31 up	11

Girls 12-17	51
Women 18-30	34
Women 31 up	19

PROSPEROUS Over $50 per week	23
UPPER MIDDLE $30 to $50 per week	25
MIDDLE $20-$30 per week	31
POOR Under $20 per week	34

MONTGOMERY. ROBERT

RANK. 33RD



MONTGOMERY, Robert

February—April 1941

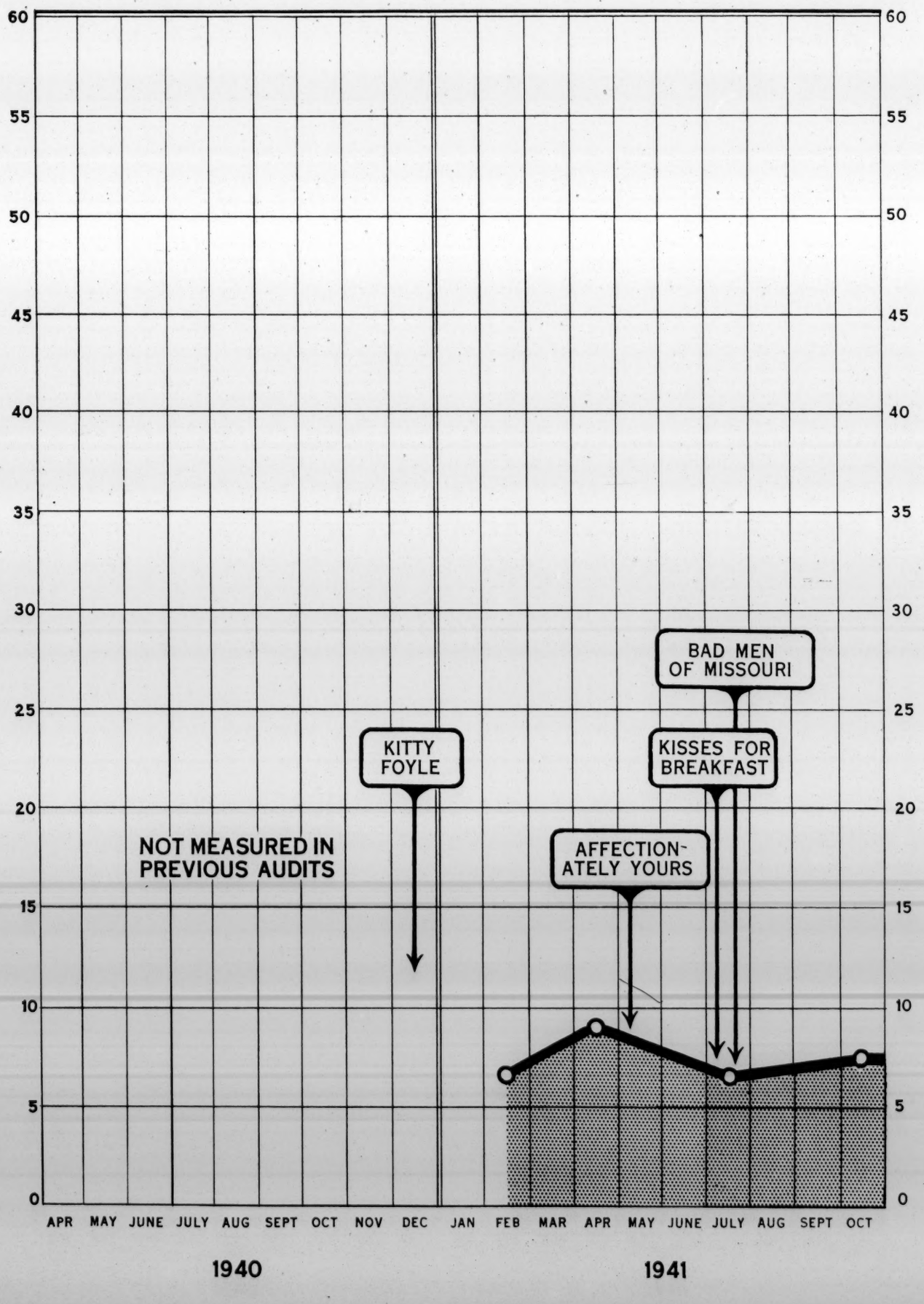
MALES	47
FEMALES	52

Boys 12-17	21
Men 18-30	55
Men 31 up	52

Girls 12-17	22
Women 18-30	57
Women 31 up	67

PROSPEROUS Over $50 per week	55
UPPER MIDDLE $30 to $50 per week	54
MIDDLE $20-$30 per week	49
POOR Under $20 per week	35

MORGAN. DENNIS
RANK. 107TH



MORGAN, Dennis

February—April 1941

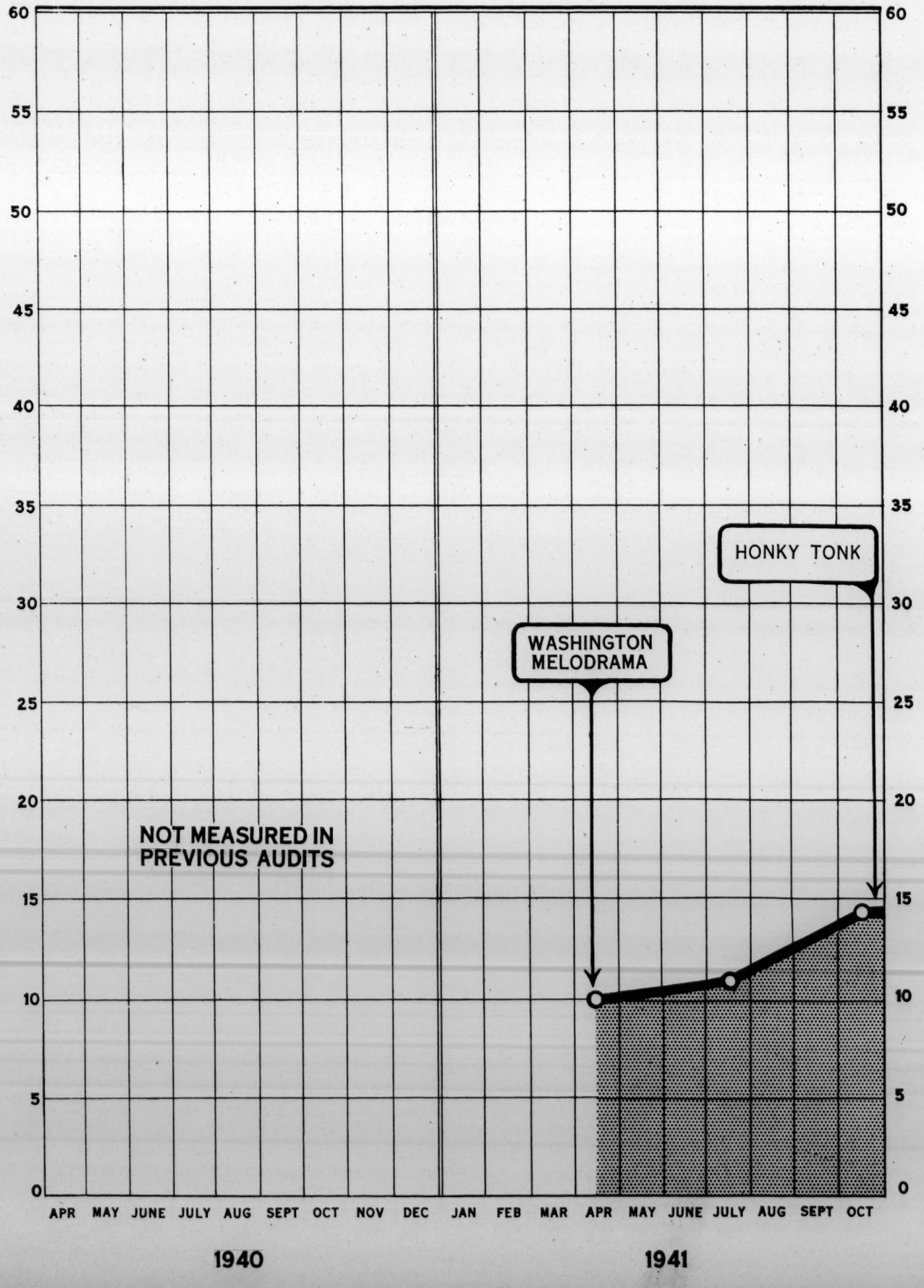
MALES	13
FEMALES	29

Boys 12-17	14
Men 18-30	14
Men 31 up	10

Girls 12-17	43
Women 18-30	31
Women 31 up	10

PROSPEROUS Over $50 per week	19
UPPER MIDDLE $30 to $50 per week	20
MIDDLE $20-$30 per week	25
POOR Under $20 per week	19

MORGAN. FRANK
RANK. 67TH



MORGAN, Frank

February—April 1941

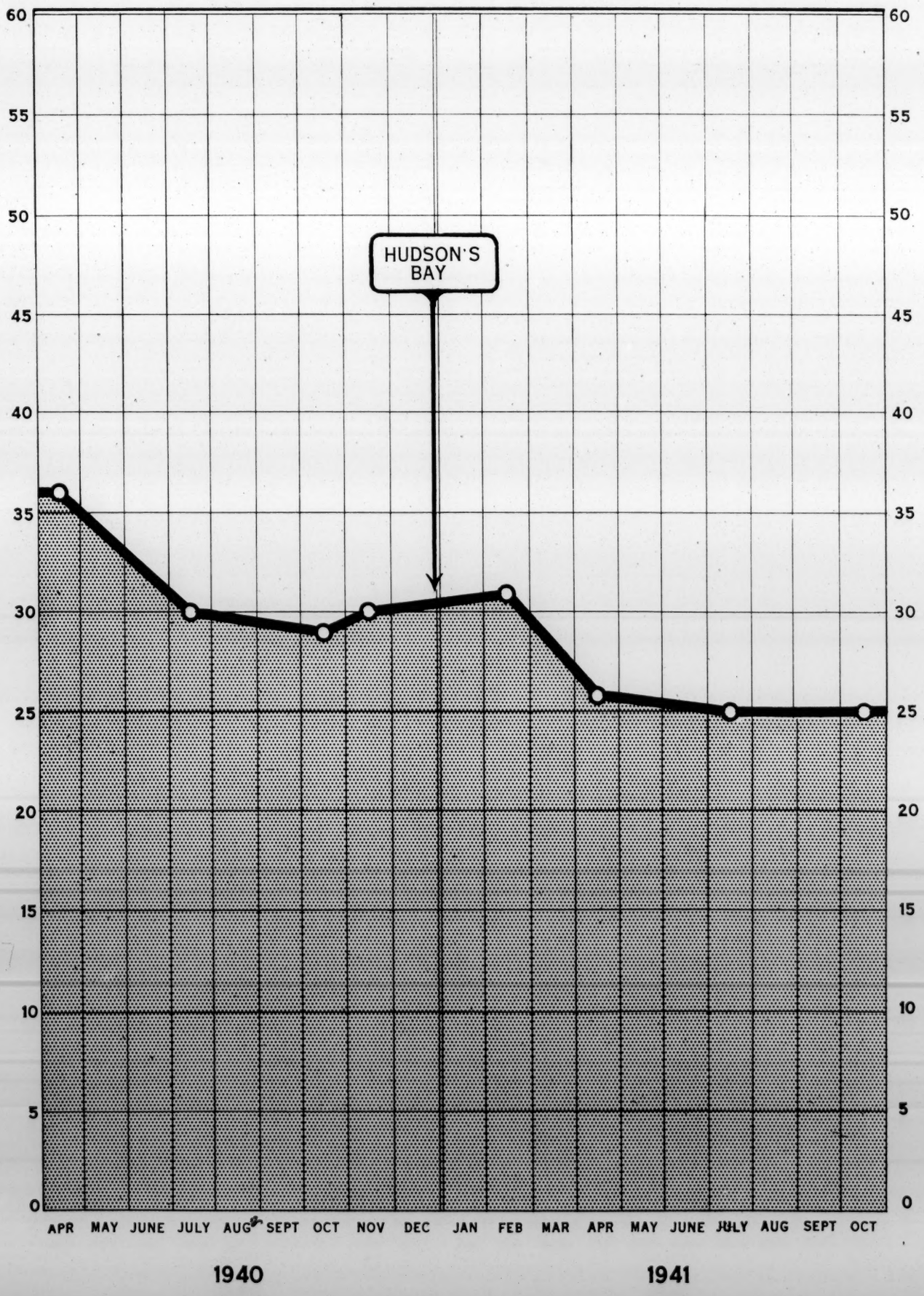
MALES	35
FEMALES	25

Boys 12-17	14
Men 18-30	30
Men 31 up	55

Girls 12-17	14
Women 18-30	23
Women 31 up	38

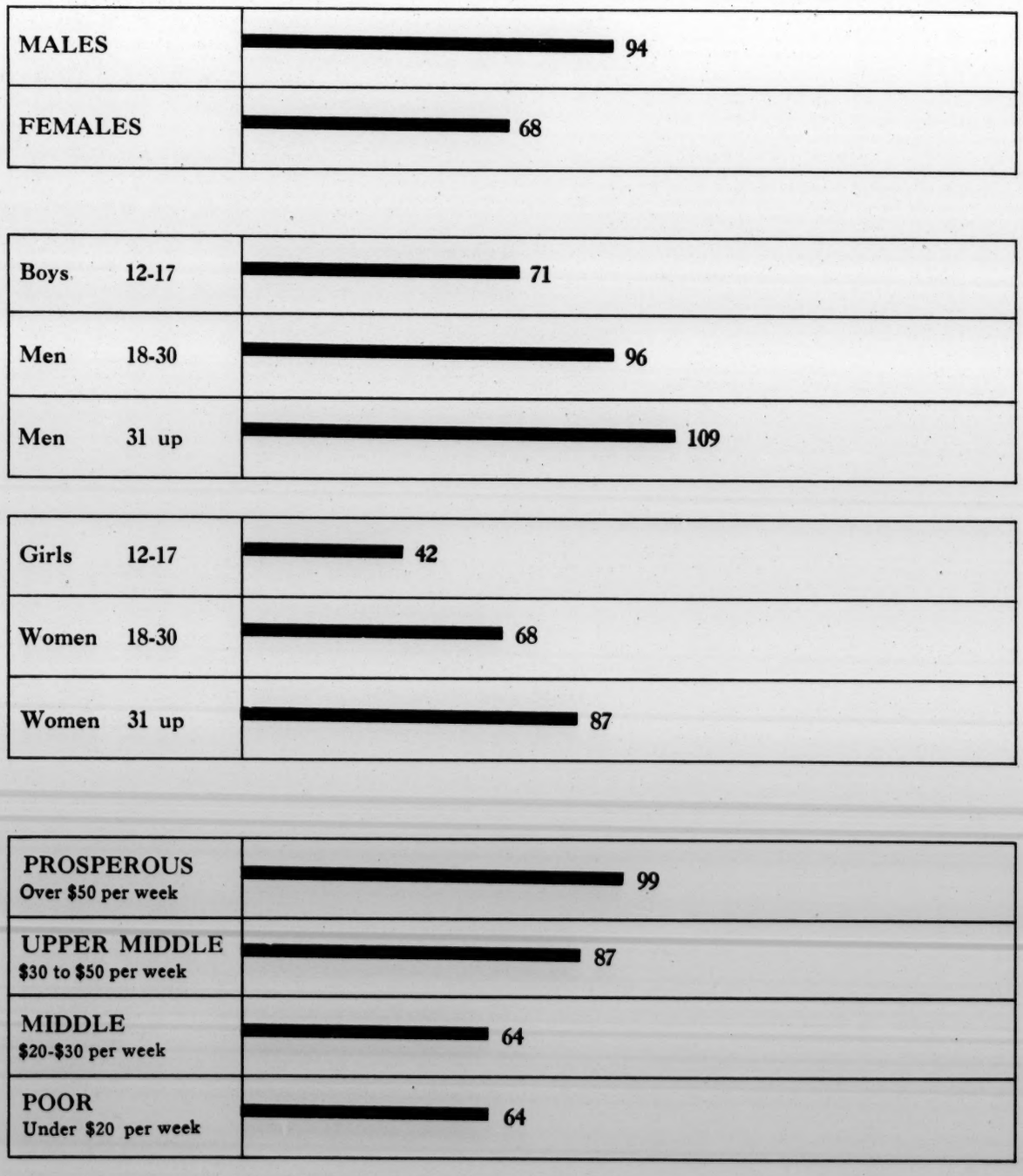
PROSPEROUS Over $50 per week	38
UPPER MIDDLE $30 to $50 per week	28
MIDDLE $20-$30 per week	31
POOR Under $20 per week	21

MUNI. PAUL
RANK. 27TH

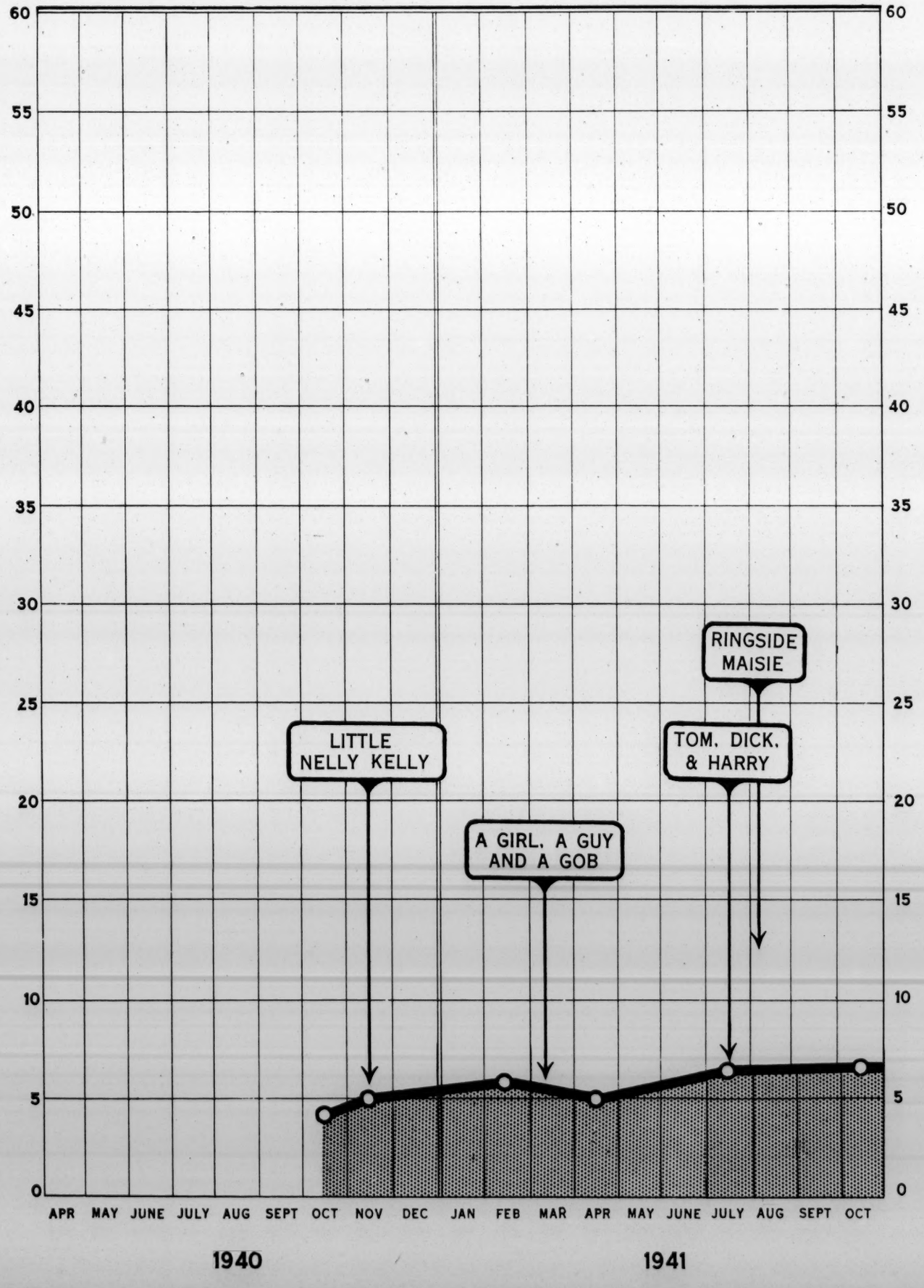


MUNI, Paul

February—April 1941



MURPHY. GEORGE
RANK 118TH



MURPHY, George

February—April 1941

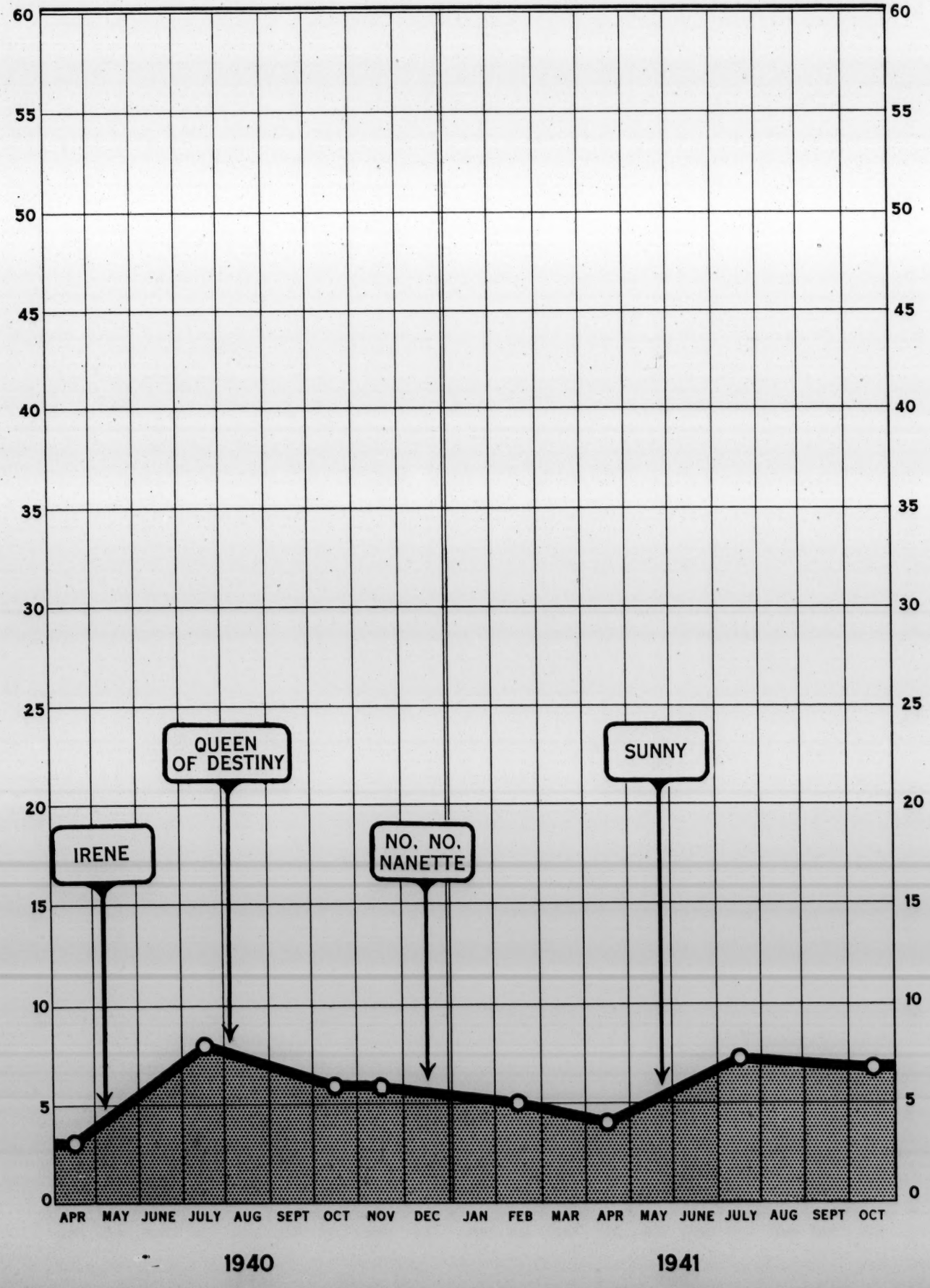
MALES	15
FEMALES	16

Boys 12-17	14
Men 18-30	17
Men 31 up	8

Girls 12-17	24
Women 18-30	17
Women 31 up	9

PROSPEROUS Over $50 per week	10
UPPER MIDDLE $30 to $50 per week	13
MIDDLE $20-$30 per week	17
POOR Under $20 per week	18

NEAGLE. ANNA
RANK 113TH



NEAGLE, Anna

February—April 1941

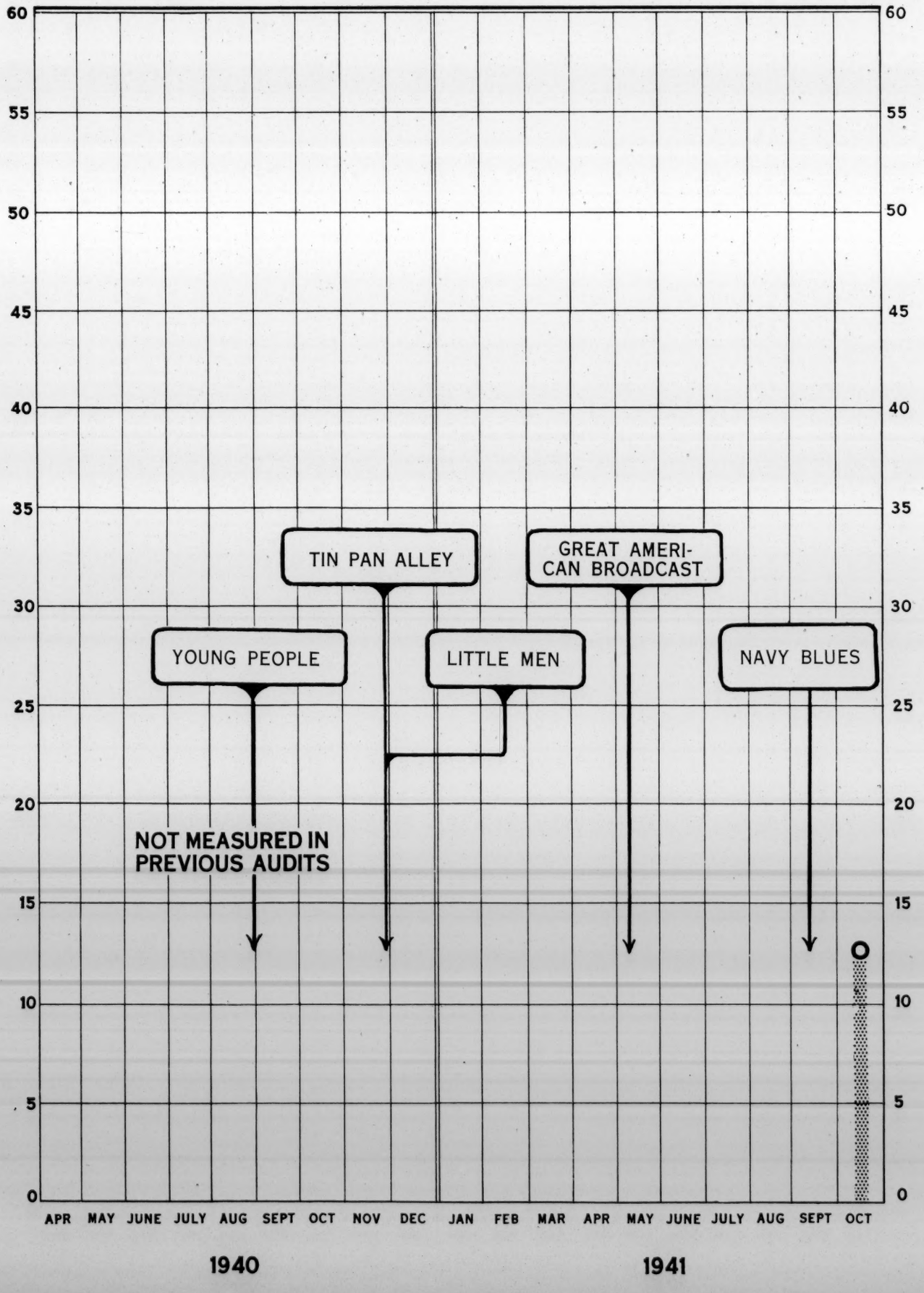
MALES	9
FEMALES	16

Boys 12-17	9
Men 18-30	11
Men 31 up	7

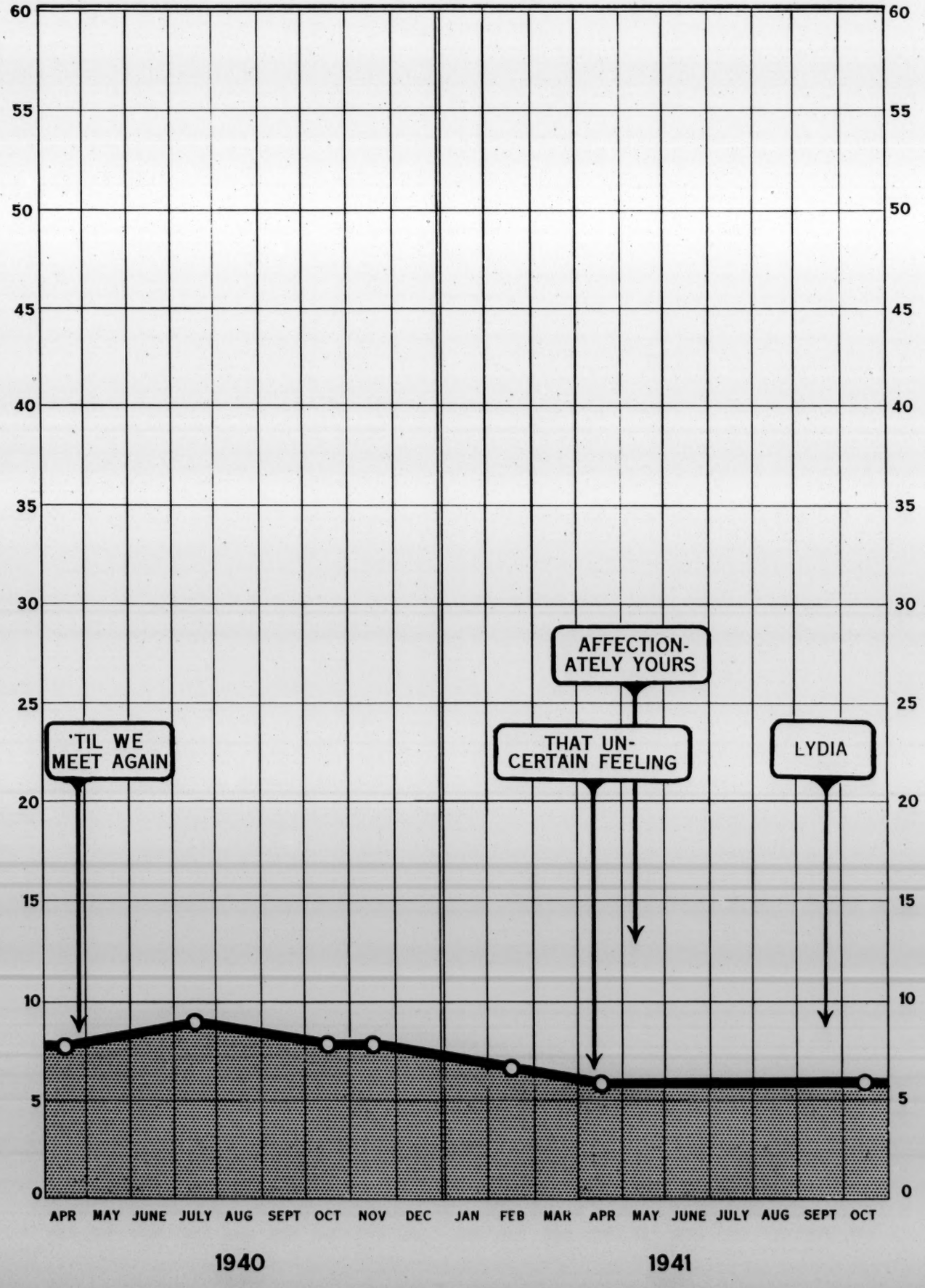
Girls 12-17	28
Women 18-30	13
Women 31 up	13

PROSPEROUS Over $50 per week	16
UPPER MIDDLE $30 to $50 per week	14
MIDDLE $20-$30 per week	11
POOR Under $20 per week	10

OAKIE. JACK
RANK. 77TH



OBERON. MERLE
RANK. 124TH



OBERON, Merle

February—April 1941

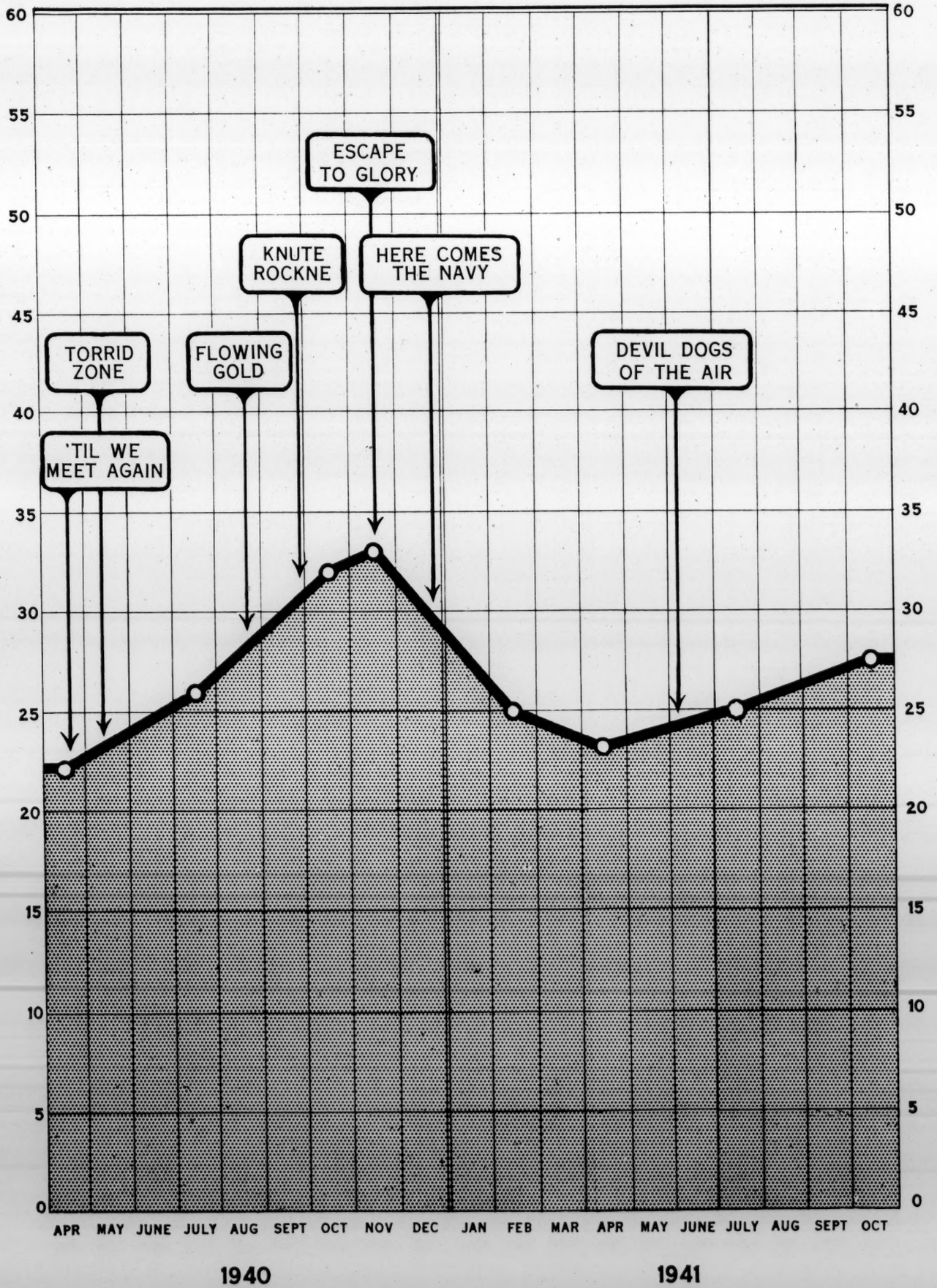
MALES	11
FEMALES	22

Boys 12-17	9
Men 18-30	14
Men 31 up	8

Girls 12-17	8
Women 18-30	28
Women 31 up	21

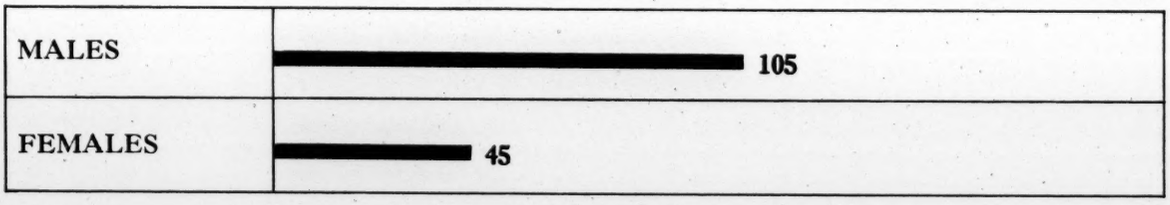
PROSPEROUS Over $50 per week	17
UPPER MIDDLE $30 to $50 per week	24
MIDDLE $20-$30 per week	16
POOR Under $20 per week	8

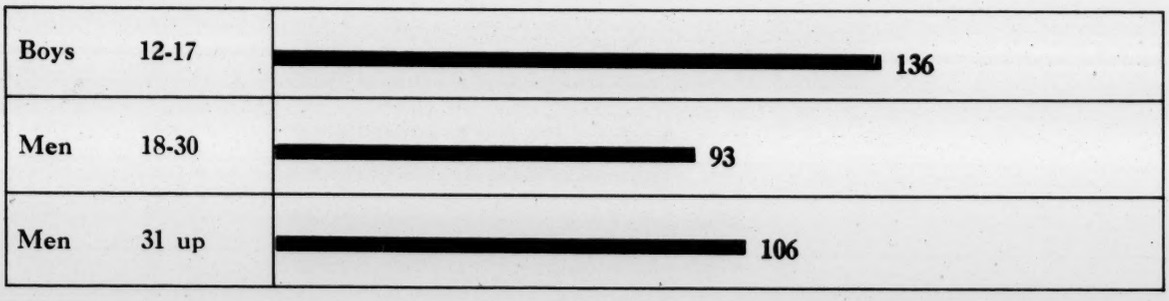
O'BRIEN. PAT
RANK. 17TH

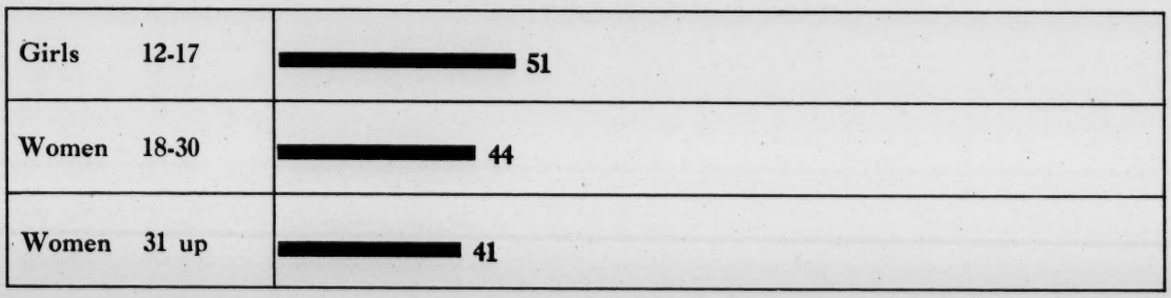


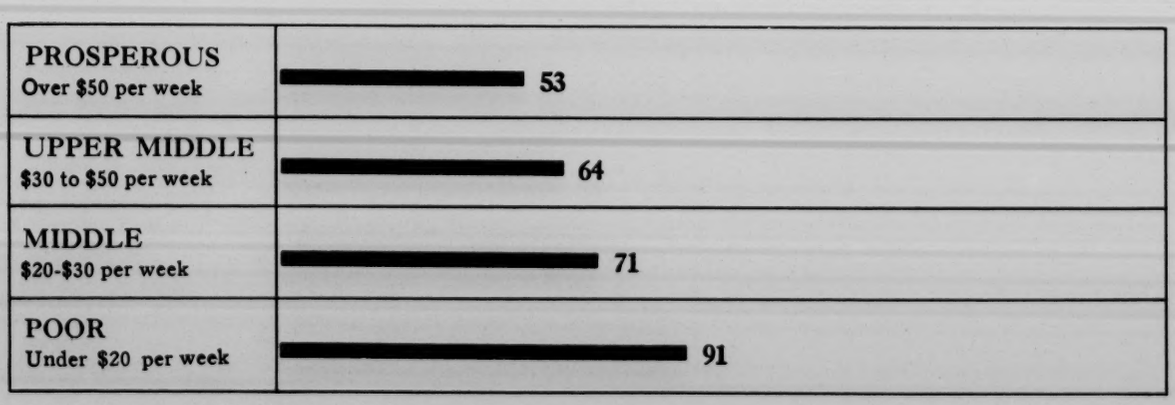
O'BRIEN, Pat

February—April 1941

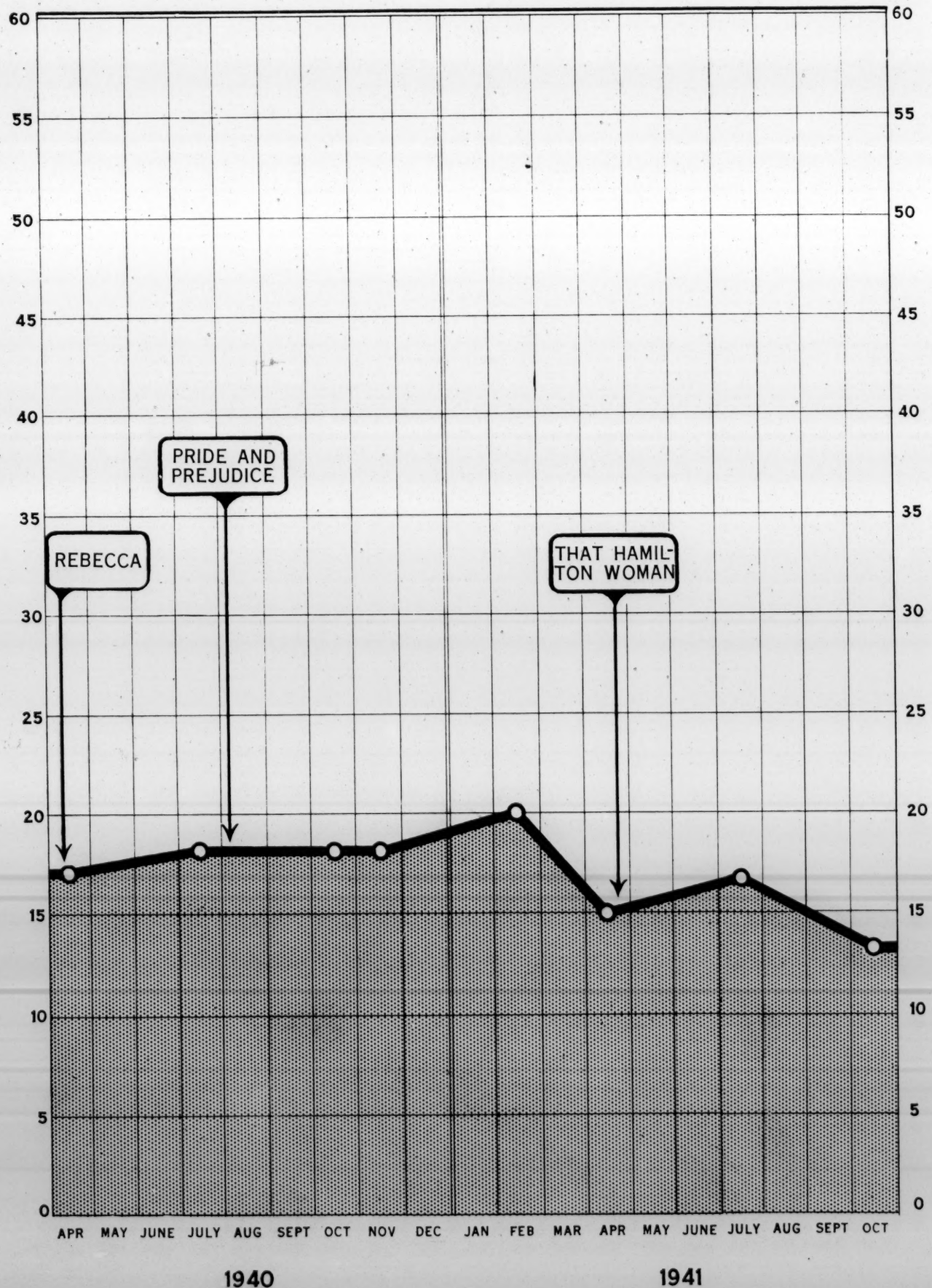






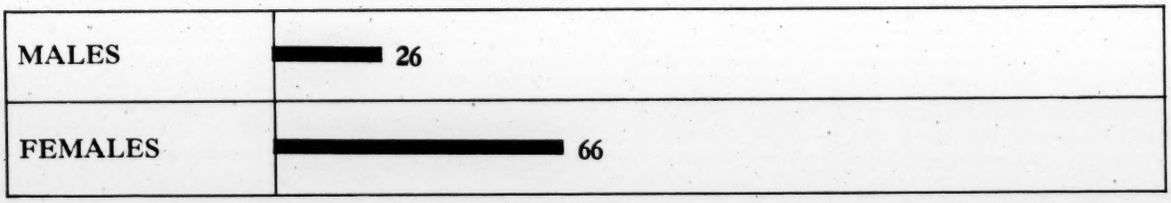


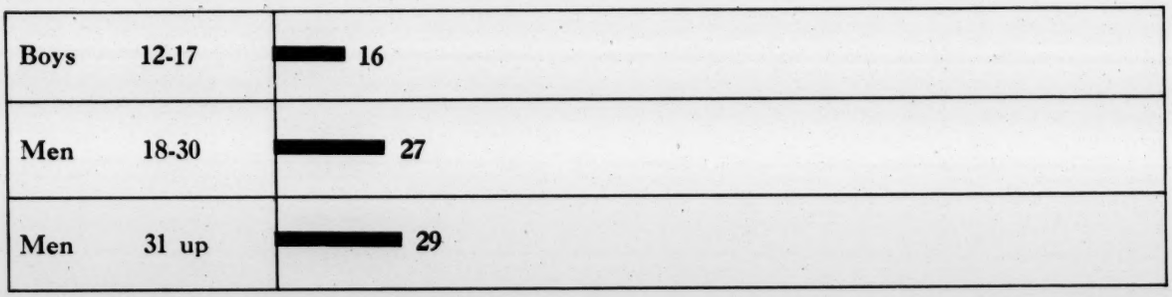
OLIVIER. LAURENCE
RANK. 76TH

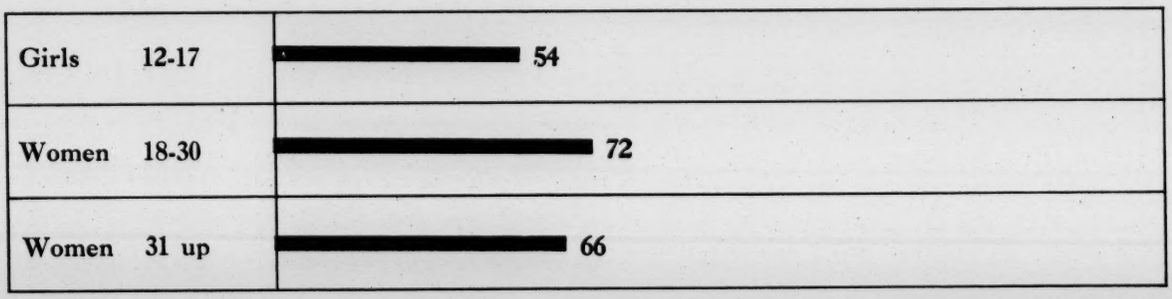


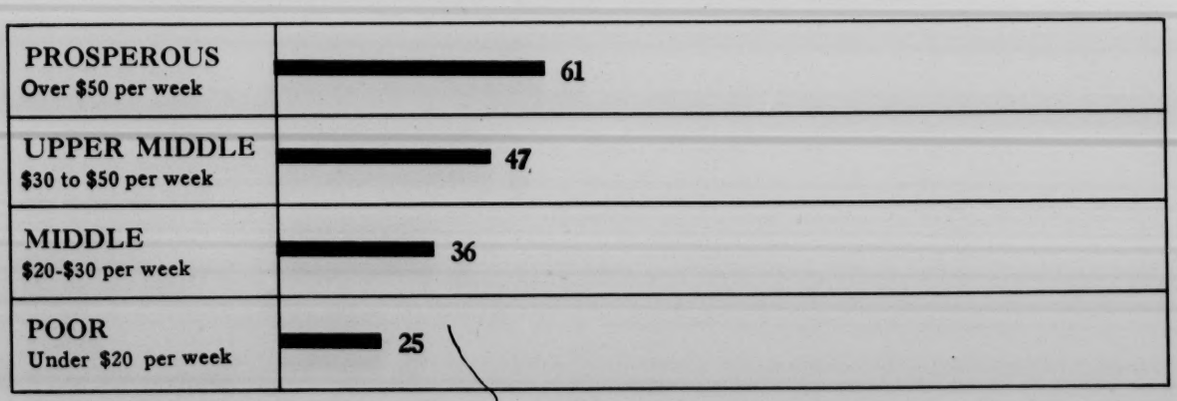
OLIVIER, Laurence

February—April 1941

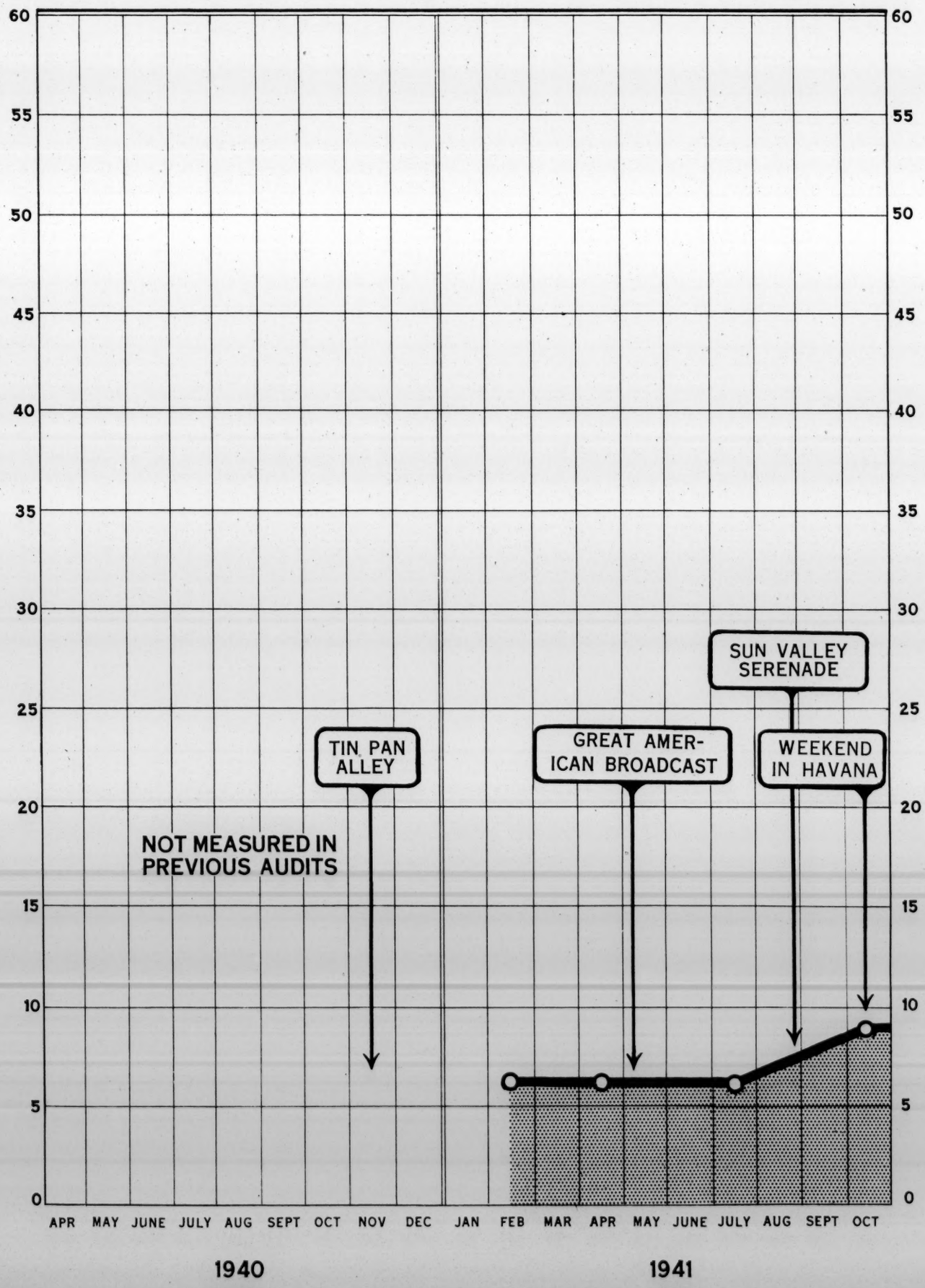








PAYNE. JOHN
RANK. 101ST



PAYNE, John

February—April 1941

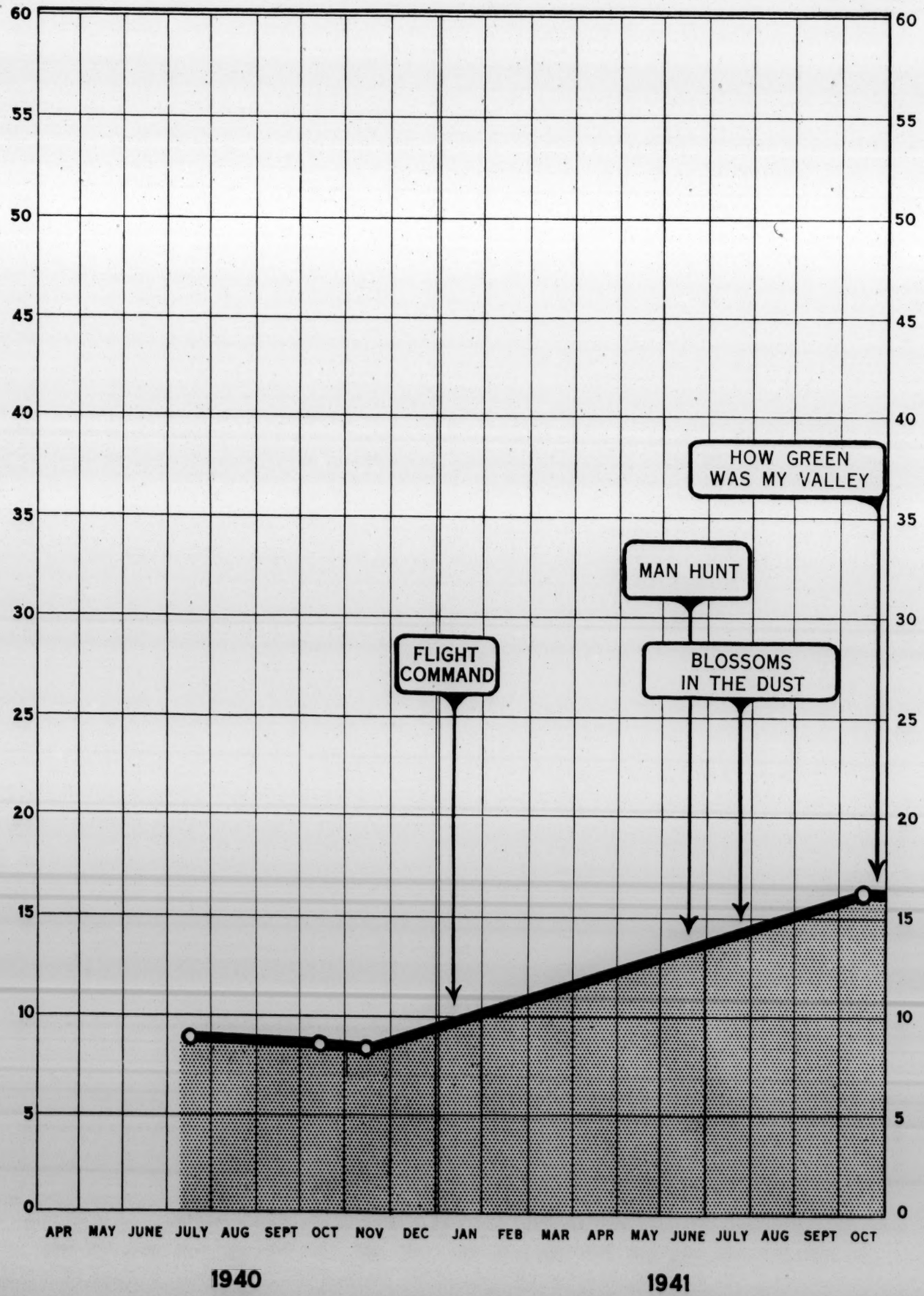
MALES	18
FEMALES	21

Boys 12-17	31
Men 18-30	17
Men 31 up	11

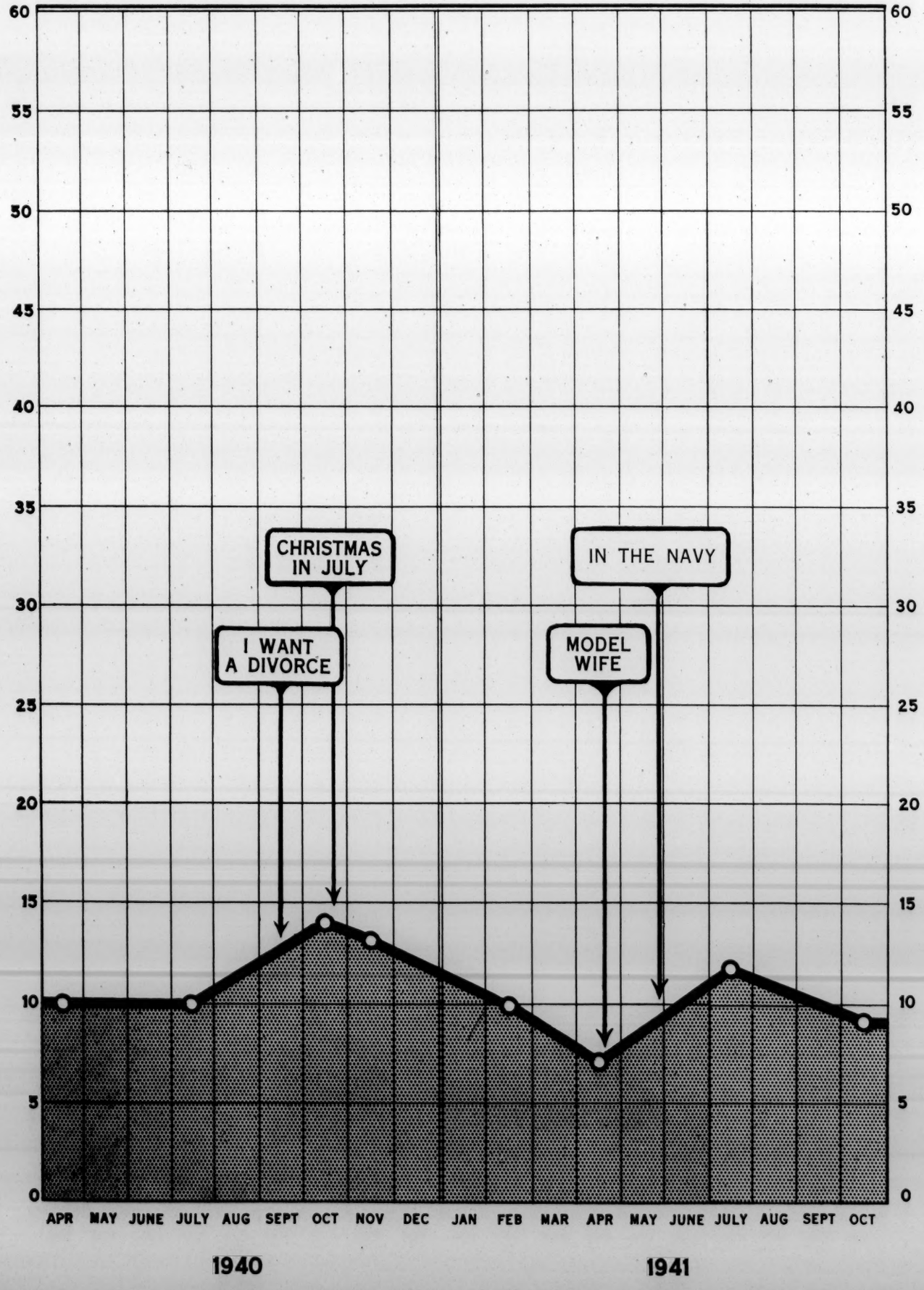
Girls 12-17	40
Women 18-30	19
Women 31 up	11

PROSPEROUS Over $50 per week	17
UPPER MIDDLE $30 to $50 per week	19
MIDDLE $20-$30 per week	21
POOR Under $20 per week	24

PIDGEON. WALTER
RANK. 64TH



POWELL, DICK
RANK, 99TH



POWELL, Dick

February—April 1941

MALES	20
FEMALES	22

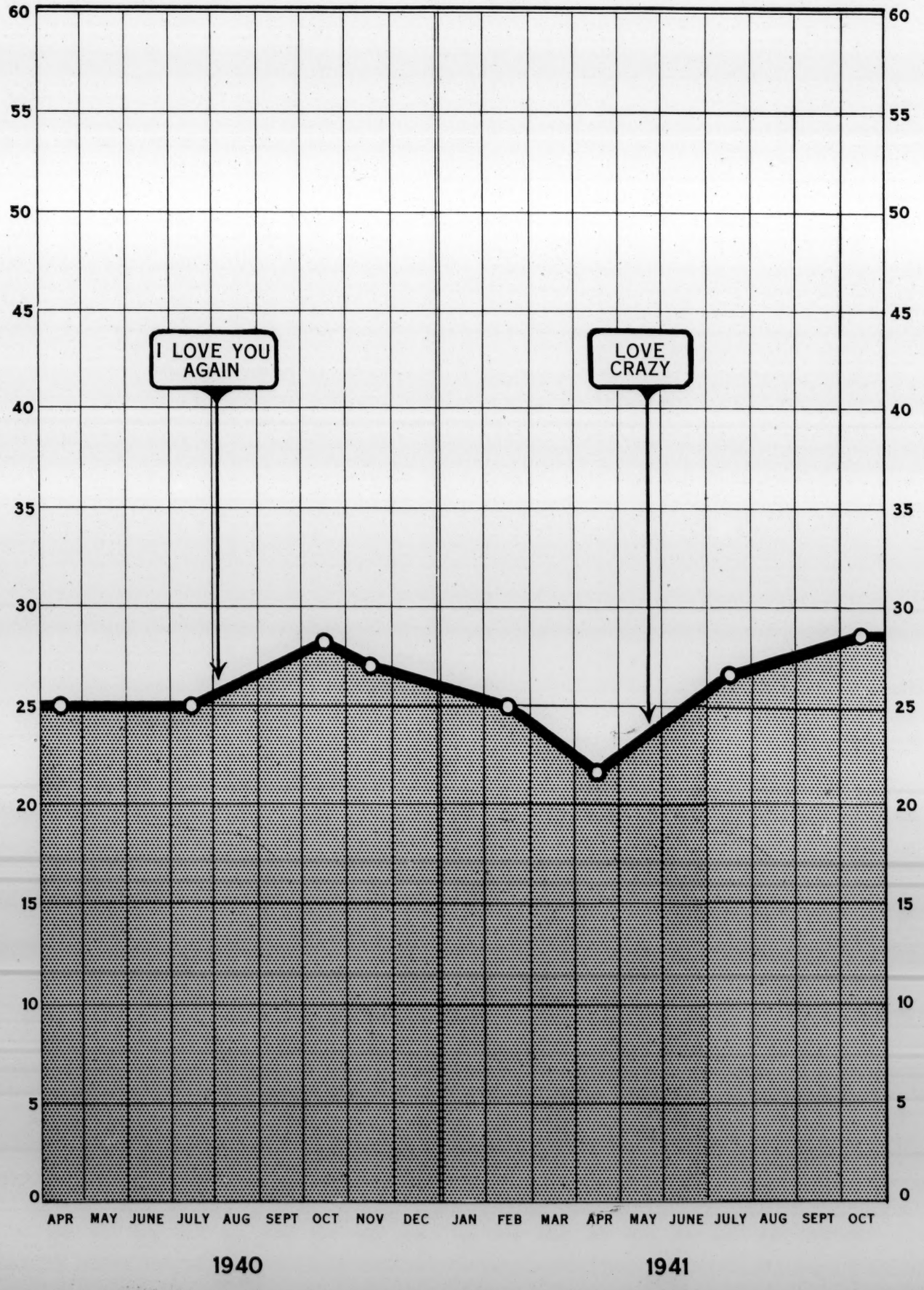
Boys 12-17	19
Men 18-30	19
Men 31 up	23

Girls 12-17	28
Women 18-30	17
Women 31 up	27

PROSPEROUS Over $50 per week	15
UPPER MIDDLE $30 to $50 per week	18
MIDDLE $20-$30 per week	22
POOR Under $20 per week	27

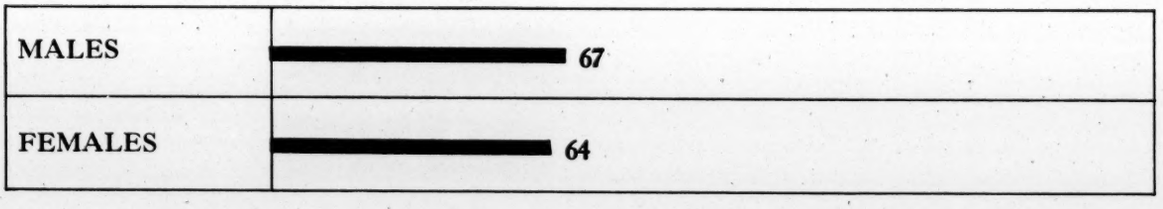
POWELL. WILLIAM

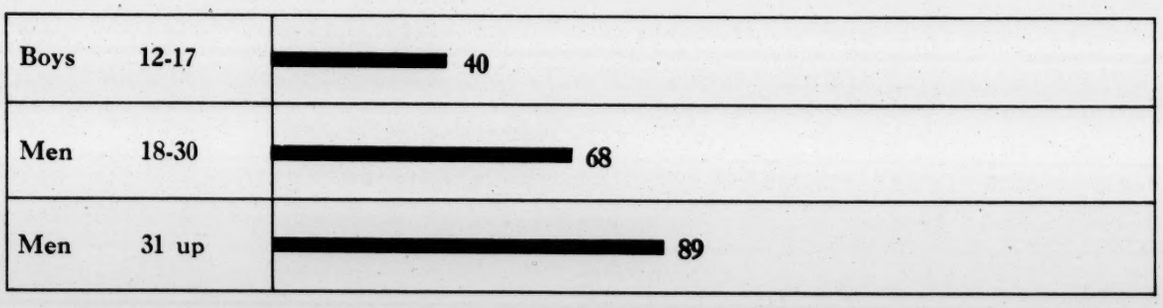
RANK. 16TH

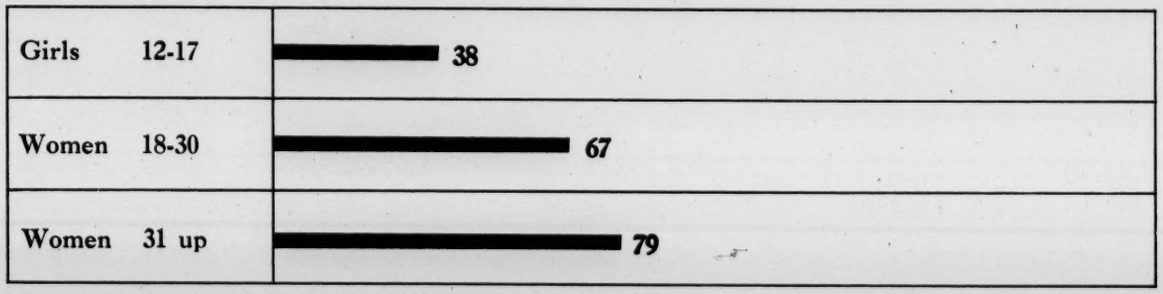


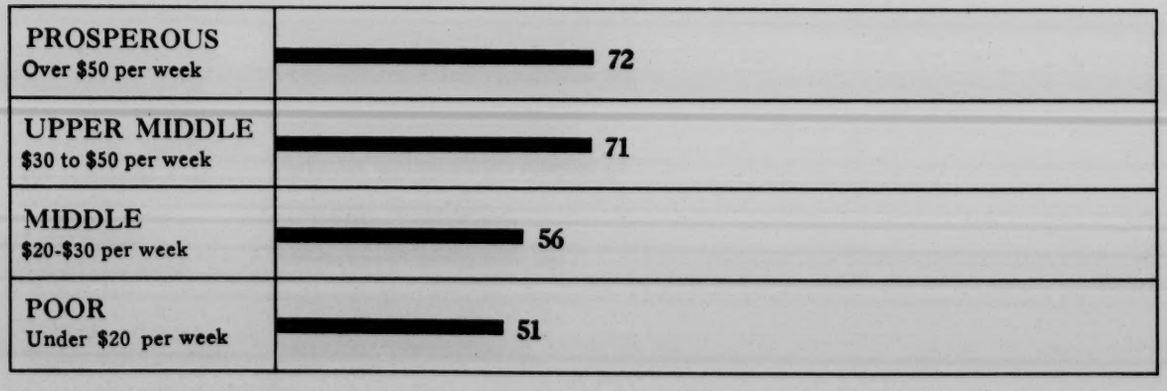
POWELL, William

February—April 1941



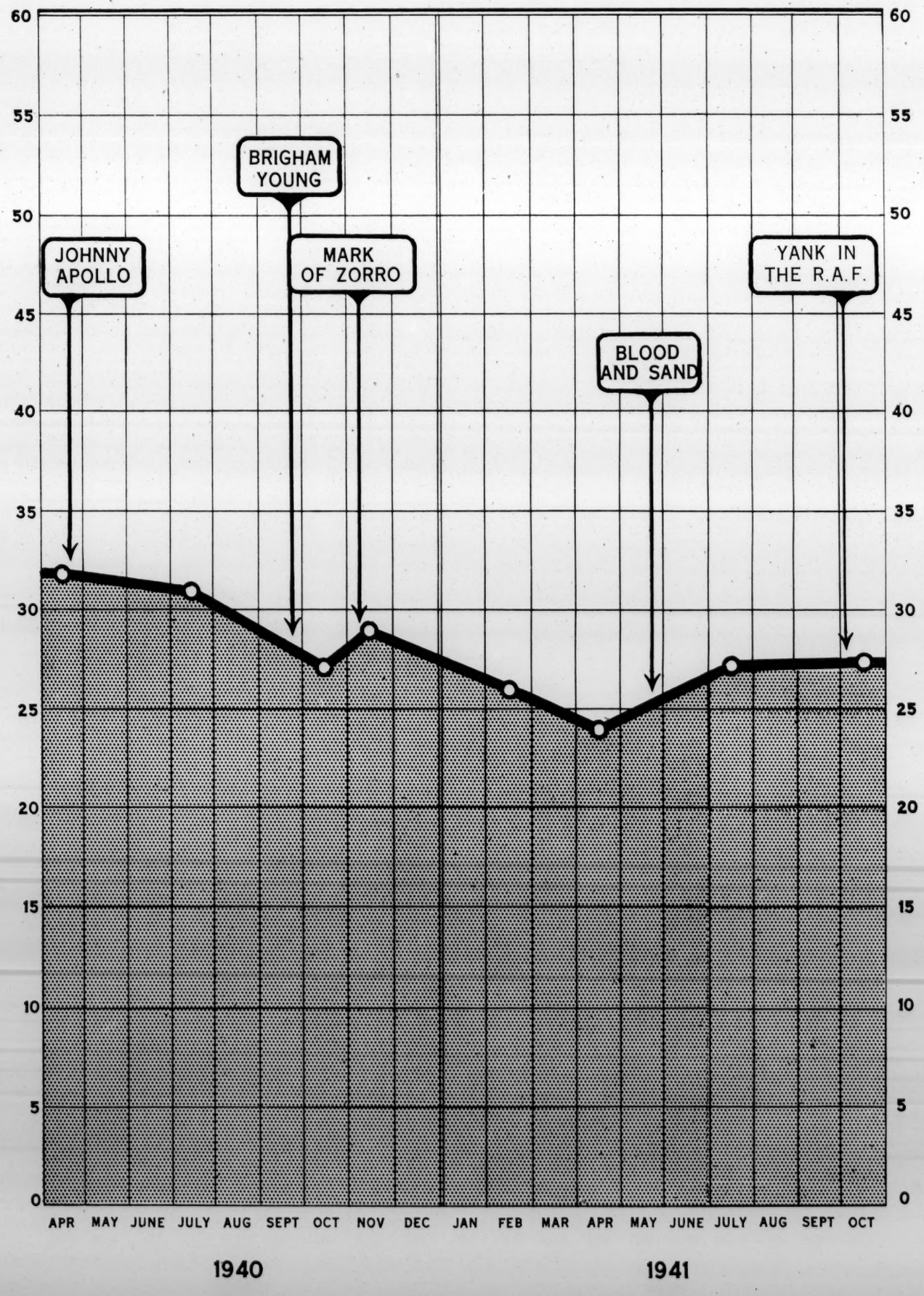






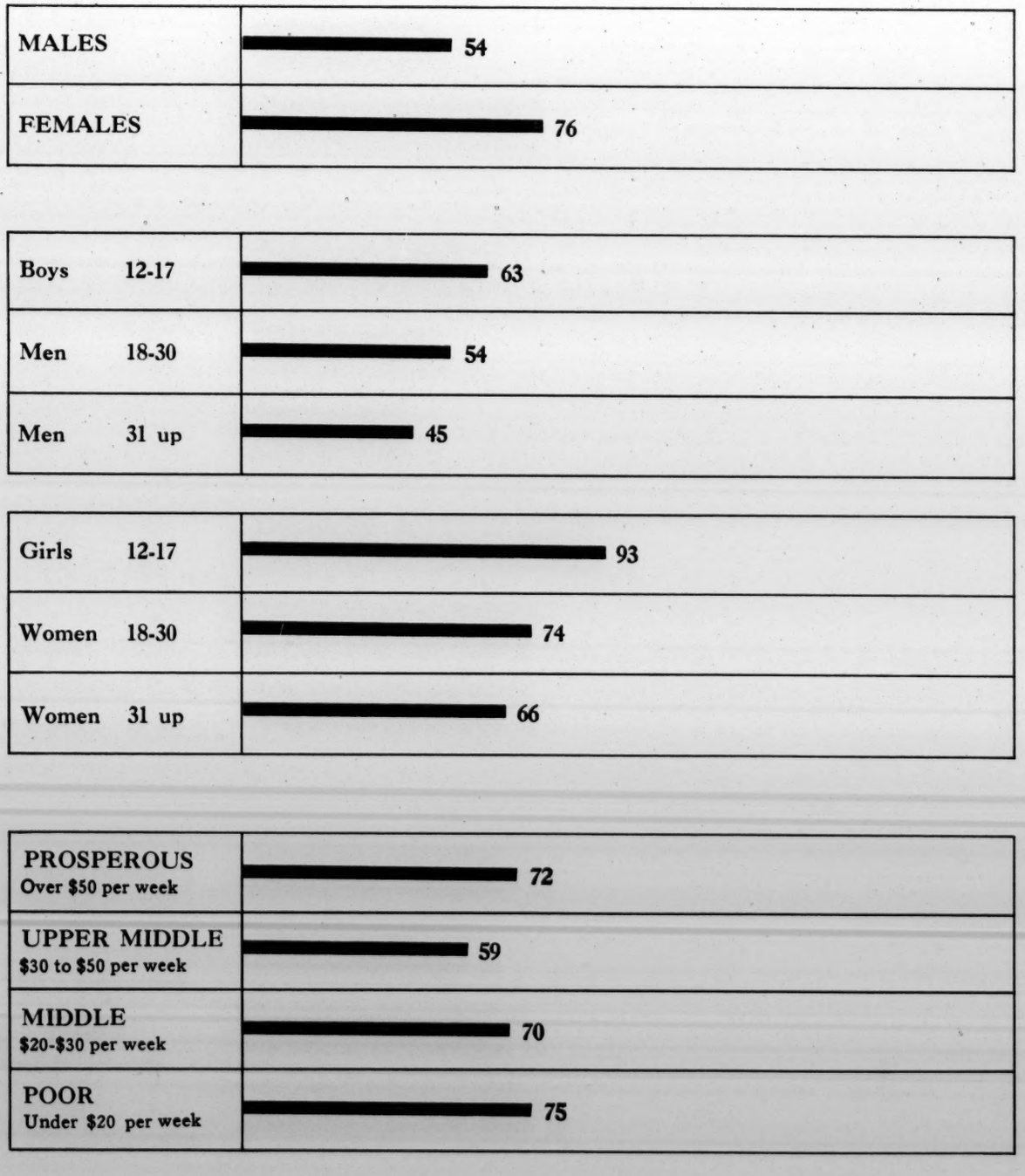
POWER. TYRONE

RANK. 18TH



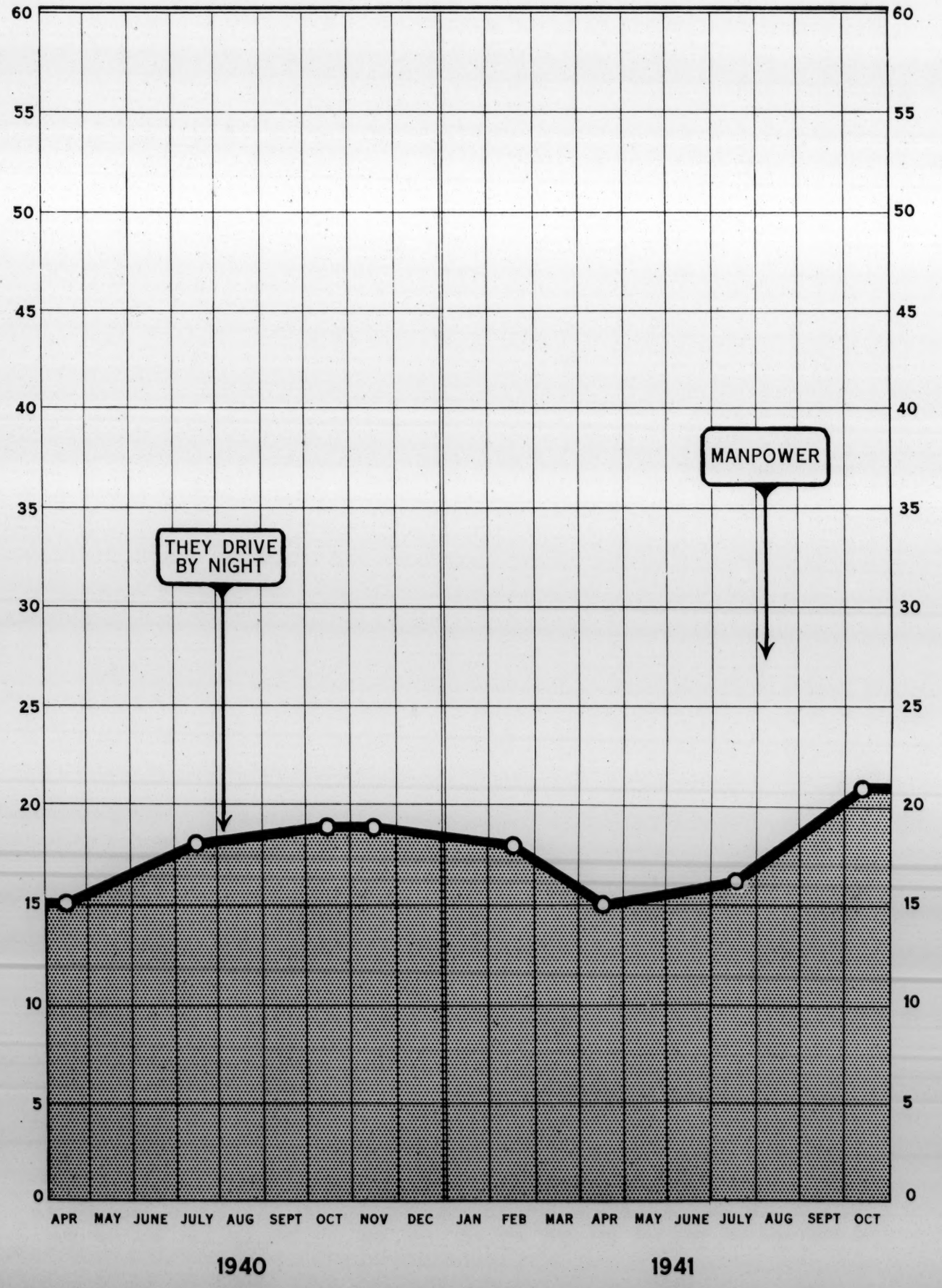
POWER, Tyrone

February—April 1941



RAFT. GEORGE

RANK. 39TH



RAFT, George

February—April 1941

MALES	70
FEMALES	29

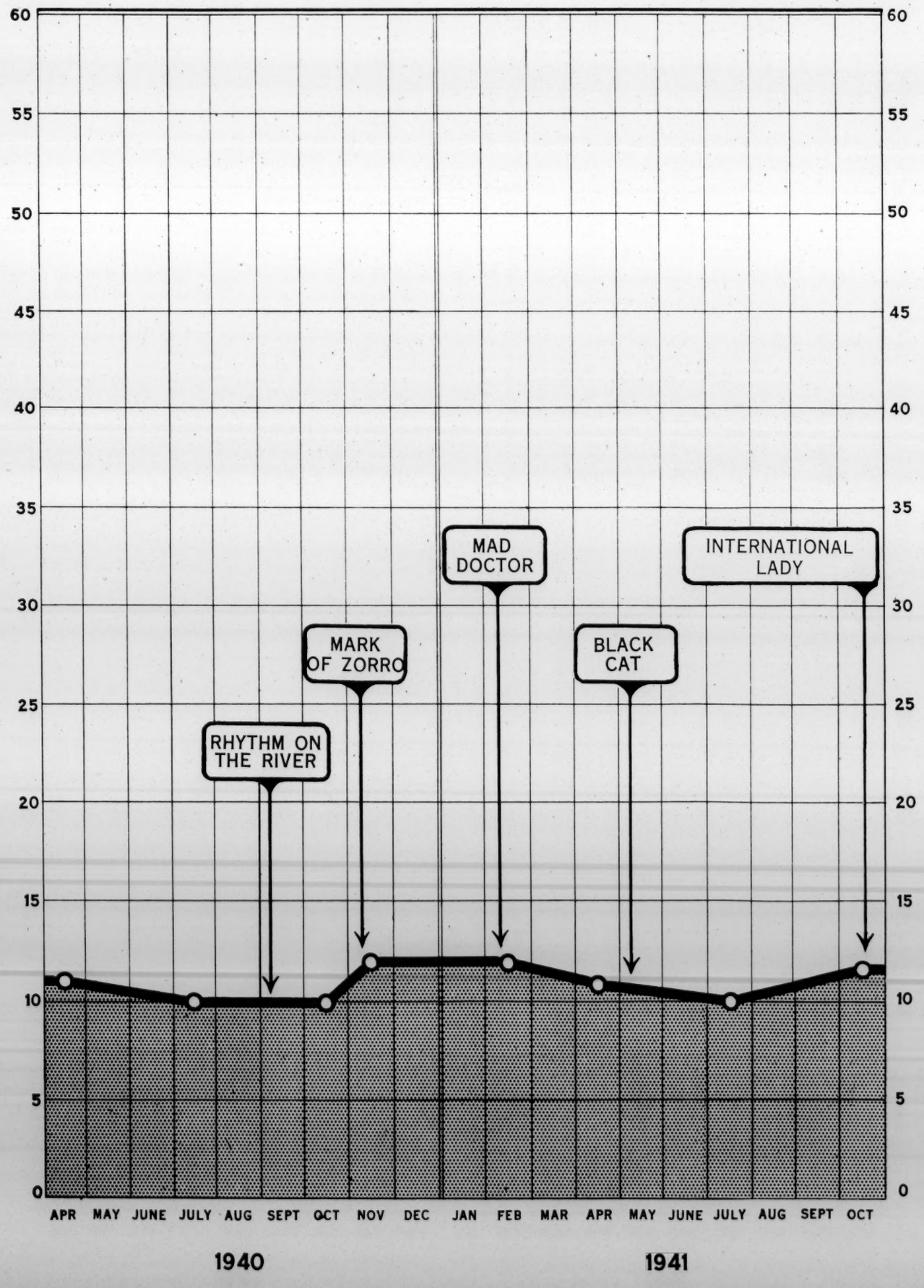
Boys 12-17	75
Men 18-30	74
Men 31 up	56

Girls 12-17	36
Women 18-30	28
Women 31 up	27

PROSPEROUS Over $50 per week	28
UPPER MIDDLE $30 to $50 per week	38
MIDDLE $20-$30 per week	56
POOR Under $20 per week	56

RATHBONE. BASIL

RANK. 83RD



RATHBONE, Basil

February—April 1941

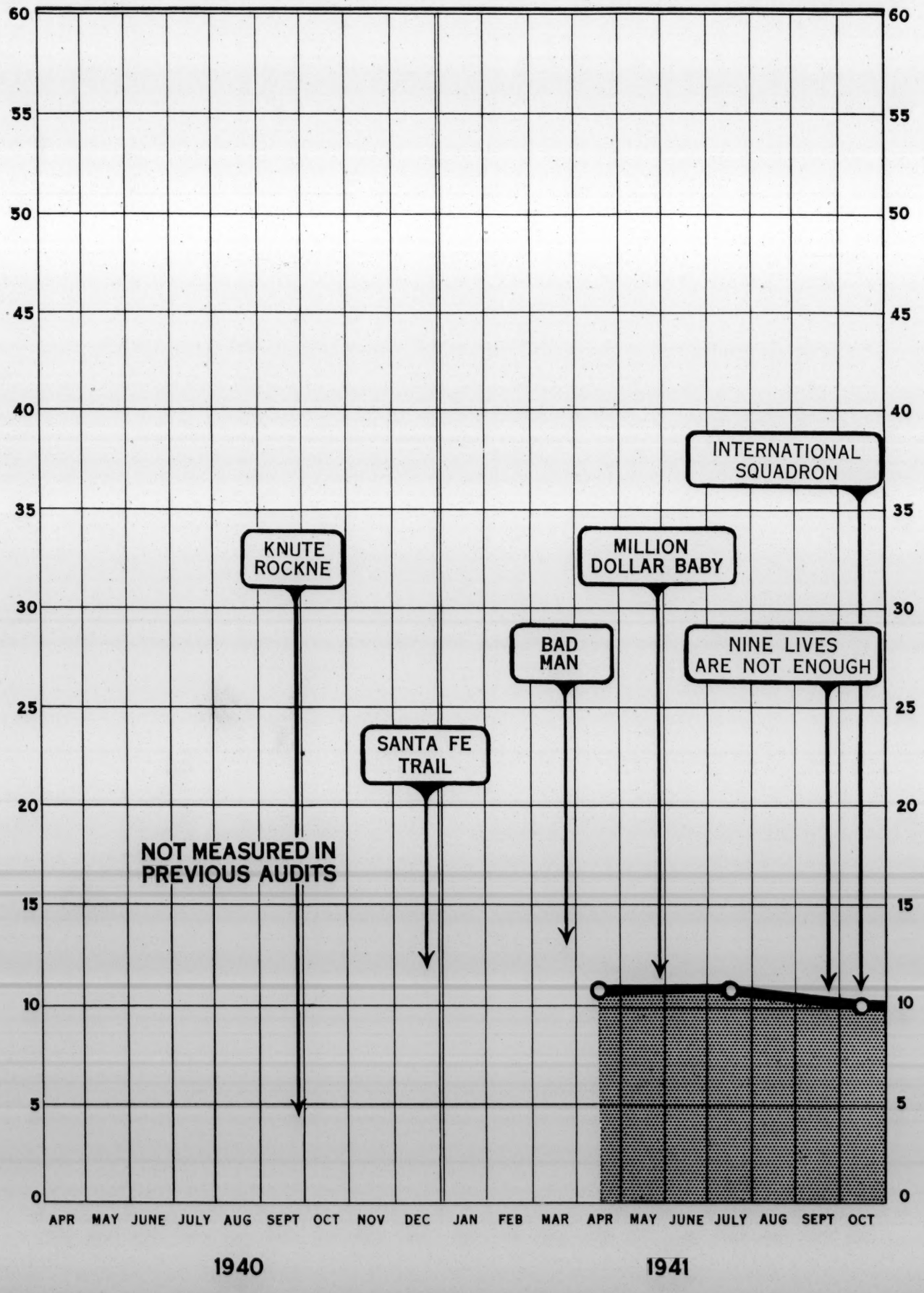
MALES	38
FEMALES	25

Boys 12-17	46
Men 18-30	37
Men 31 up	31

Girls 12-17	16
Women 18-30	24
Women 31 up	34

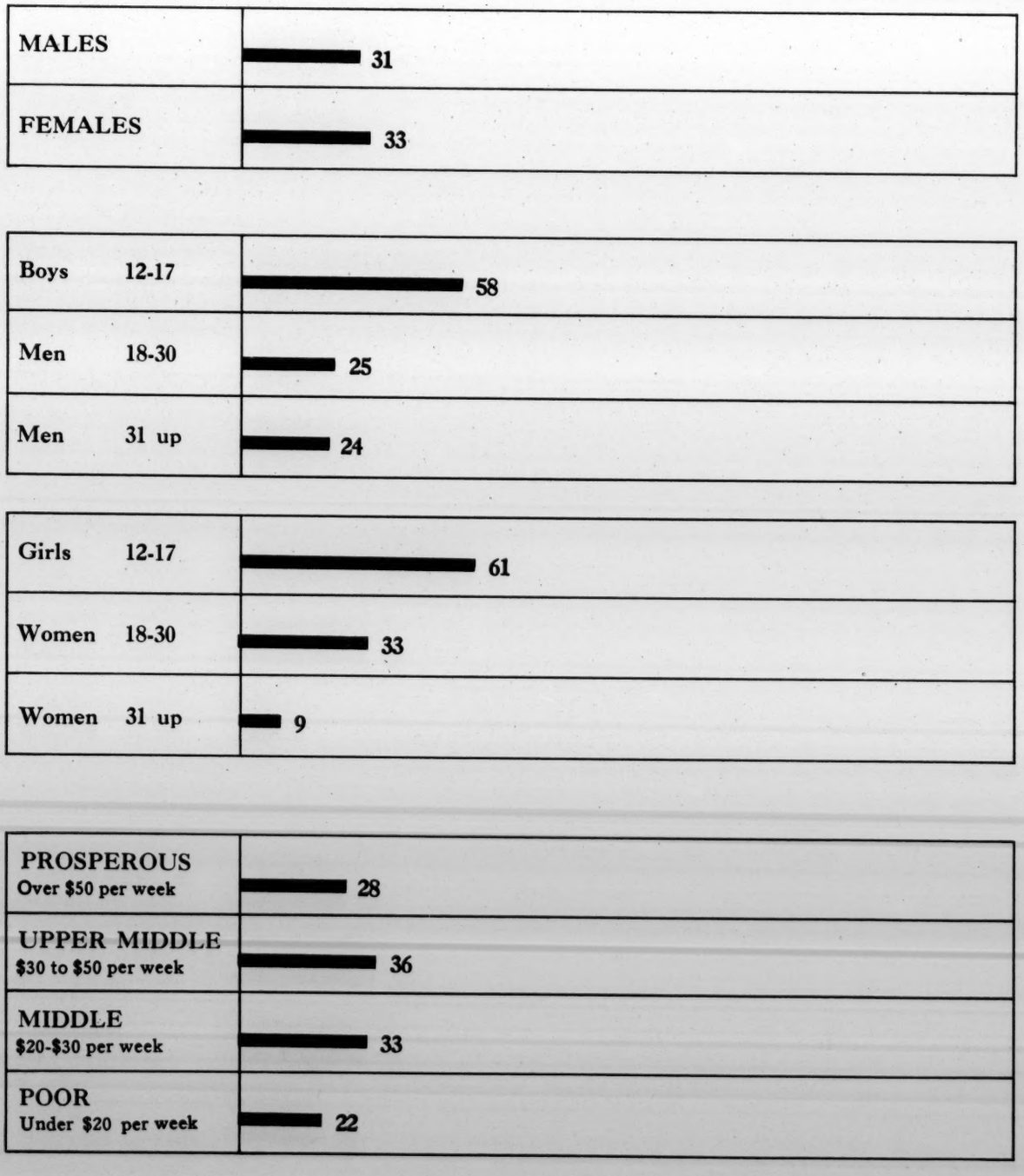
PROSPEROUS Over $50 per week	37
UPPER MIDDLE $30 to $50 per week	30
MIDDLE $20-$30 per week	27
POOR Under $20 per week	27

REAGAN. RONALD
RANK. 91ST



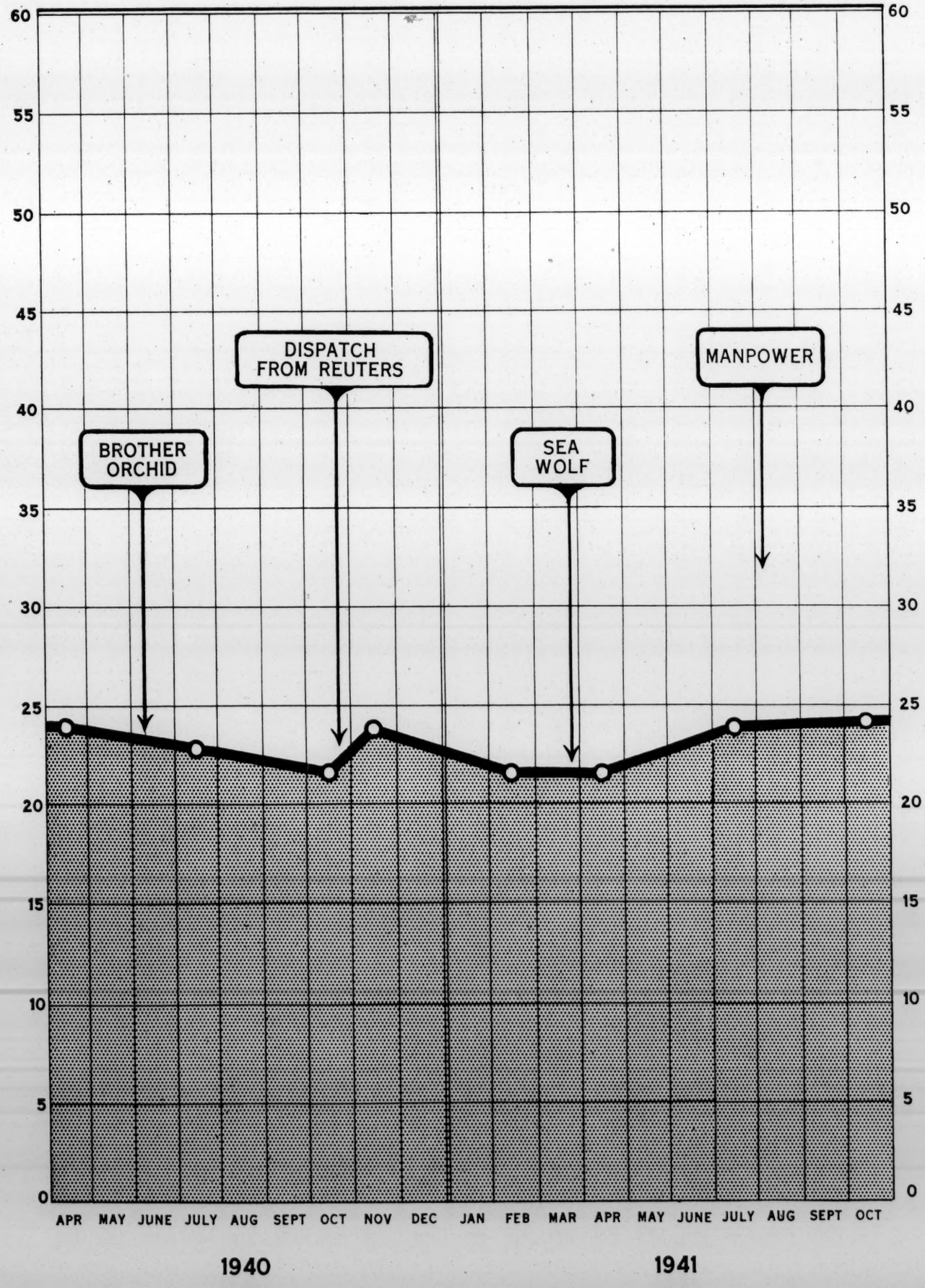
REAGAN, Ronald

February—April 1941



ROBINSON. EDWARD G.

RANK. 28TH



ROBINSON, Edw. G.

February—April 1941

MALES	102
FEMALES	36

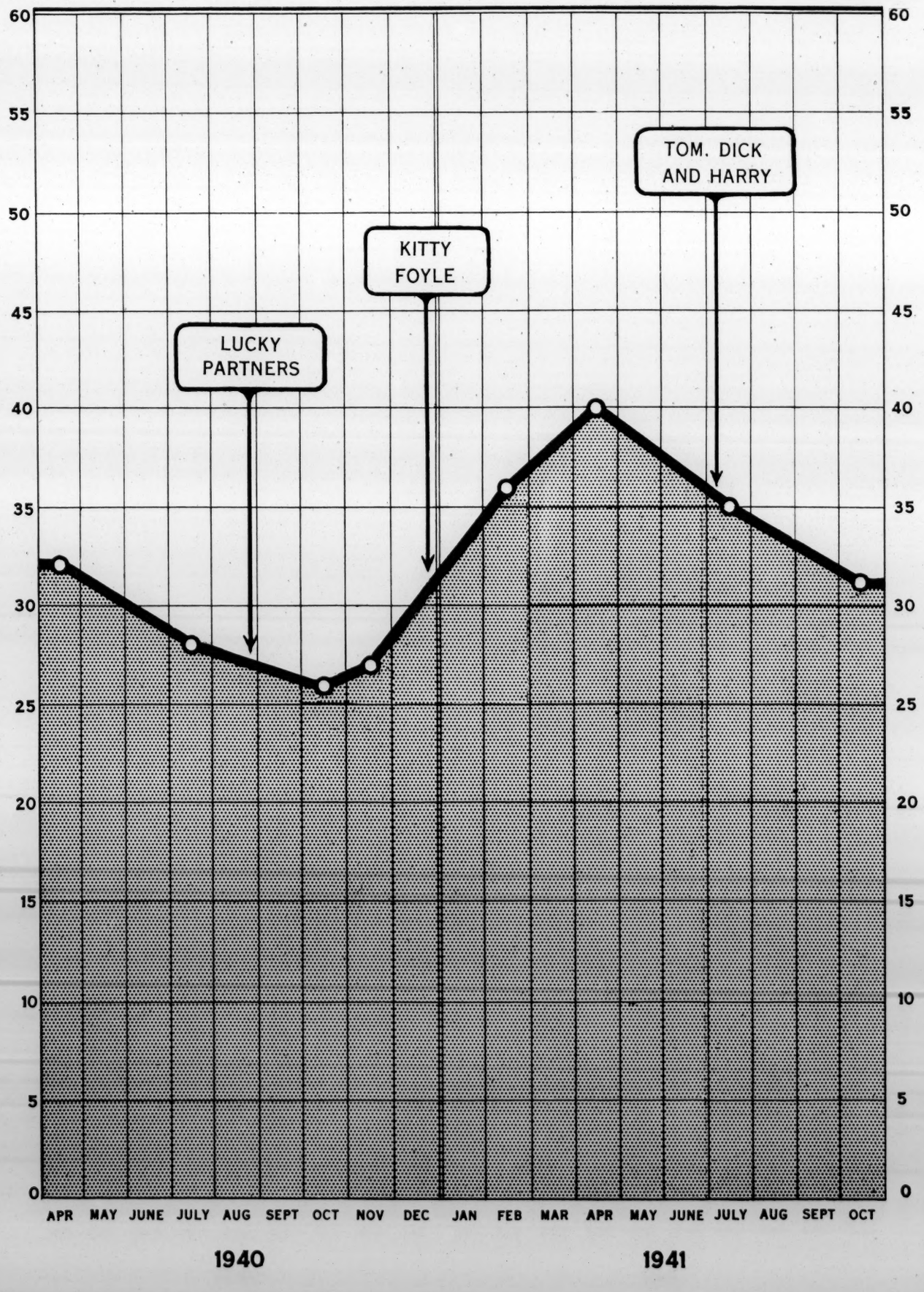
Boys 12-17	115
Men 18-30	93
Men 31 up	109

Girls 12-17	26
Women 18-30	38
Women 31 up	40

PROSPEROUS Over $50 per week	60
UPPER MIDDLE $30 to $50 per week	57
MIDDLE $20-$30 per week	62
POOR Under $20 per week	75

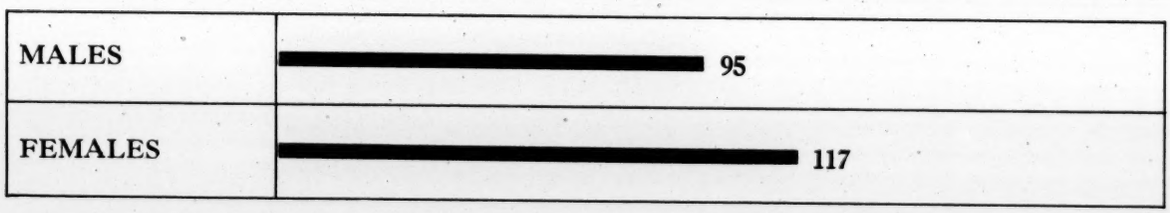
ROGERS. GINGER

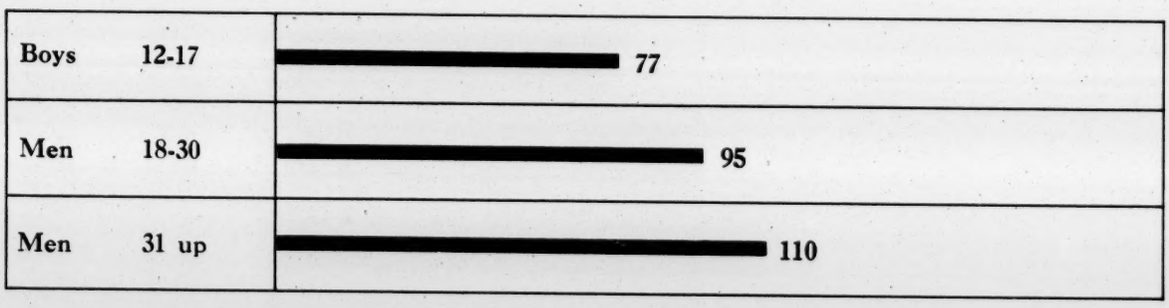
RANK. 13TH

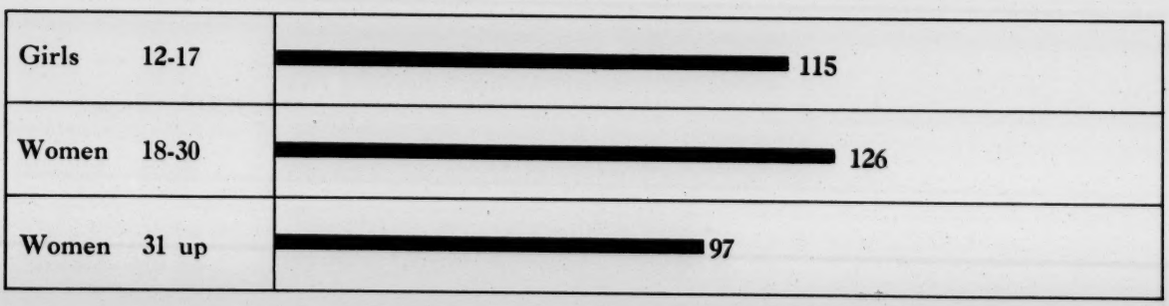


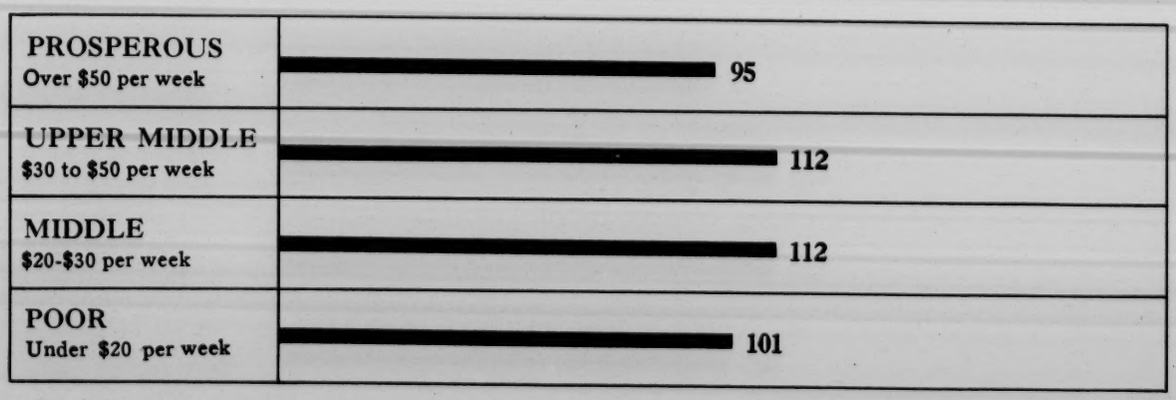
ROGERS, Ginger

February—April 1941



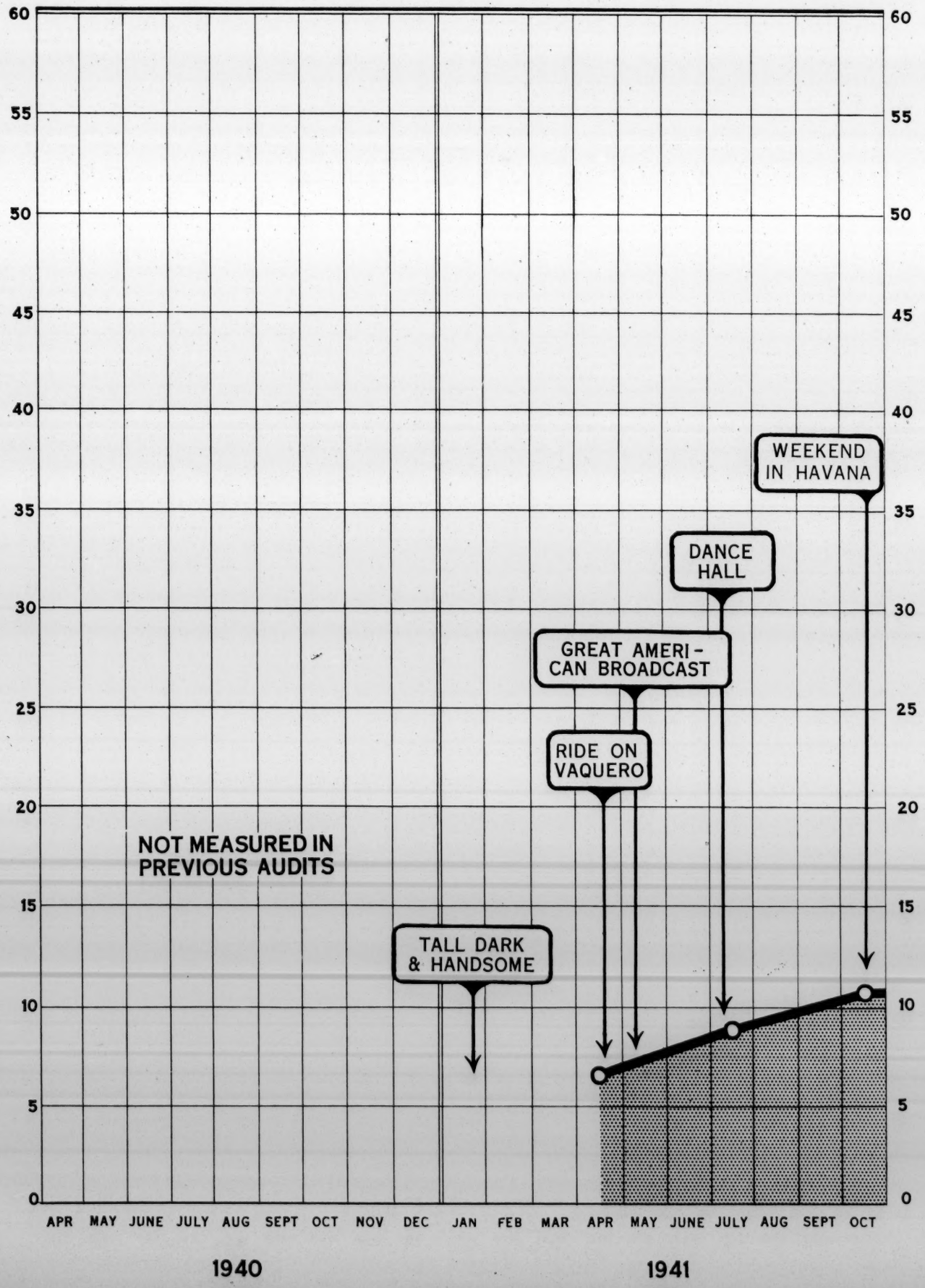






ROMERO. CESAR

RANK. 85TH



ROMERO, Cesar

February—April 1941

MALES	34
FEMALES	11

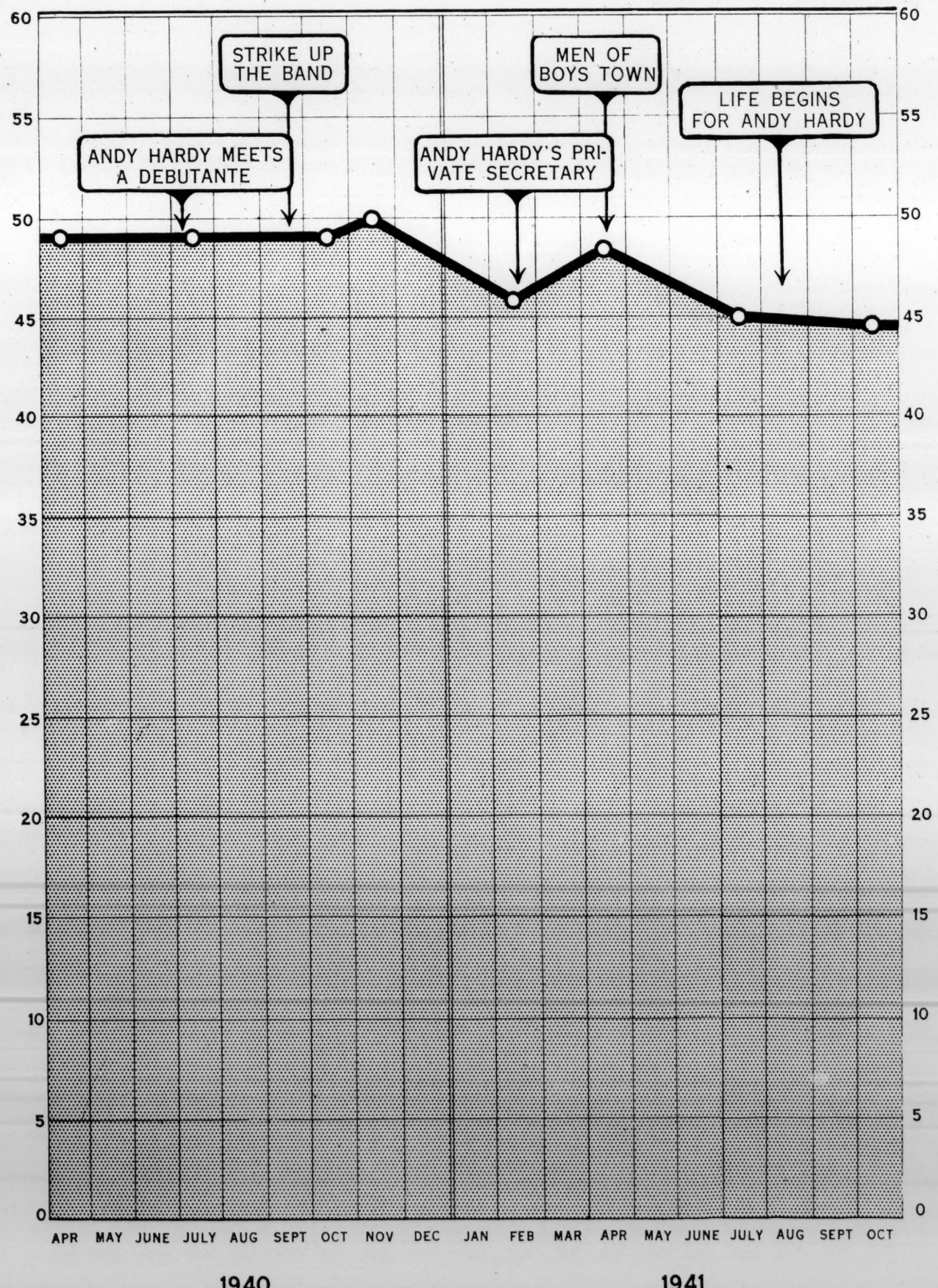
Boys 12-17	51
Men 18-30	30
Men 31 up	29

Girls 12-17	29
Women 18-30	8
Women 31 up	4

PROSPEROUS Over $50 per week	15
UPPER MIDDLE $30 to $50 per week	15
MIDDLE $20-$30 per week	25
POOR Under $20 per week	28

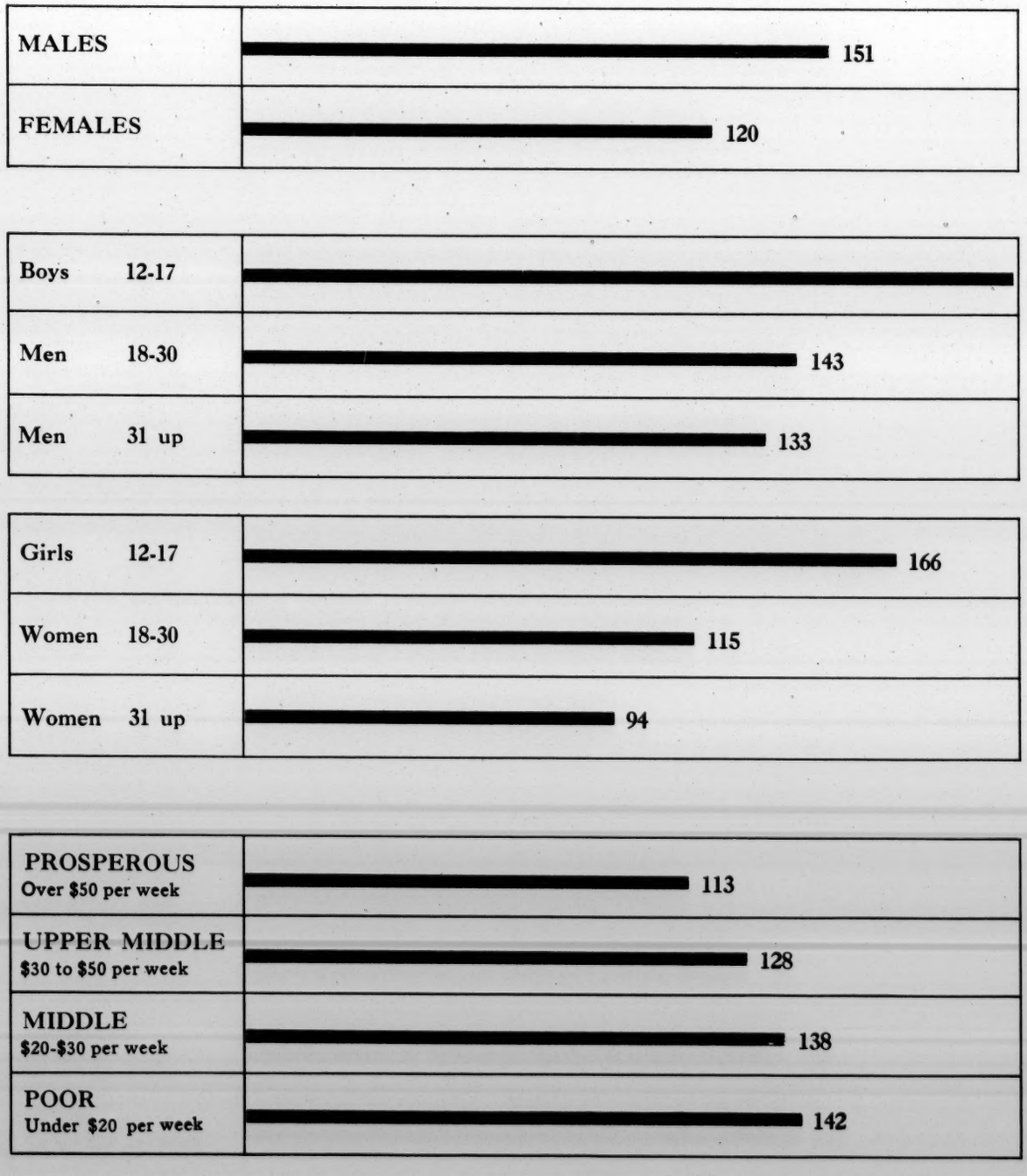
ROONEY, MICKEY

RANK. 4TH



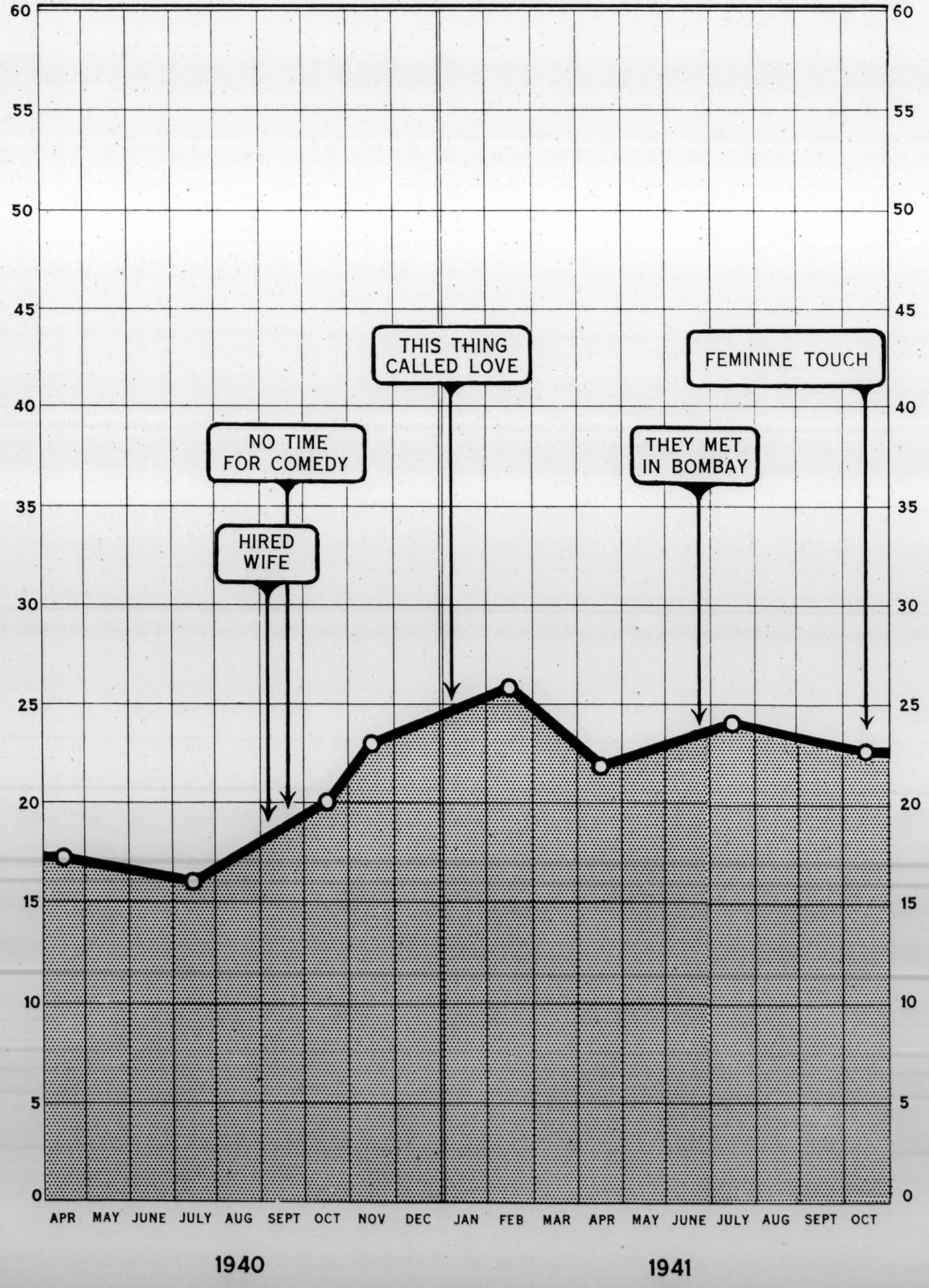
ROONEY, Mickey

February—April 1941



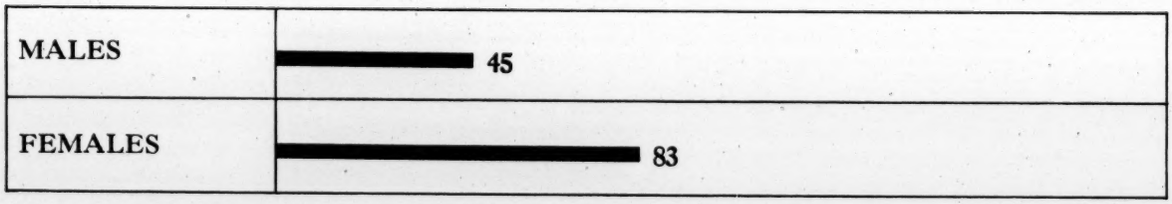
RUSSELL. ROSALIND

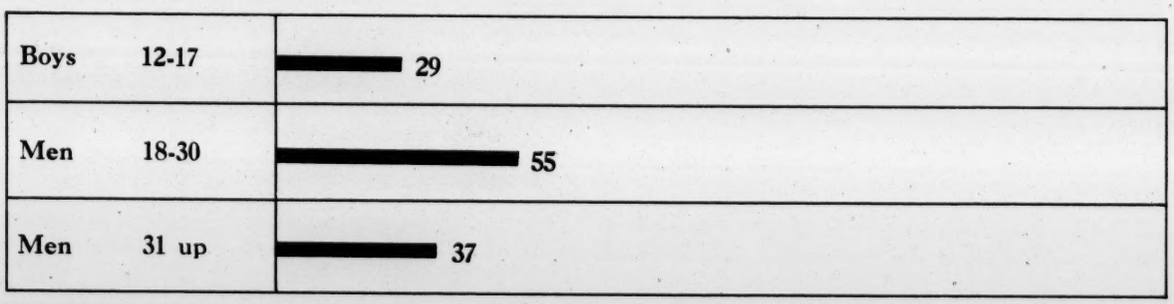
RANK. 33RD

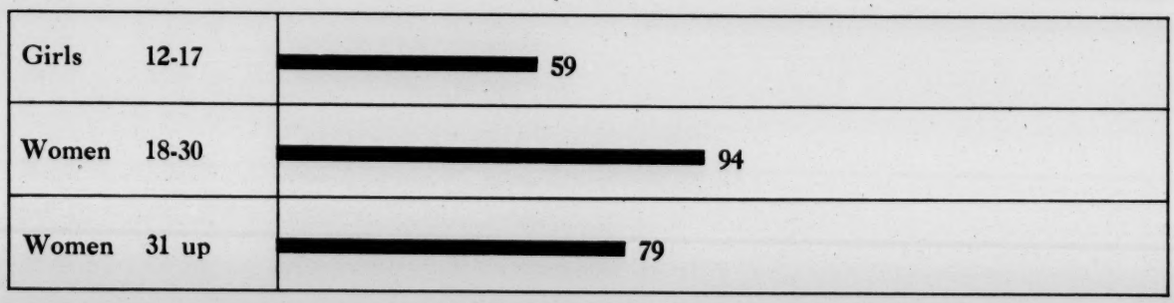


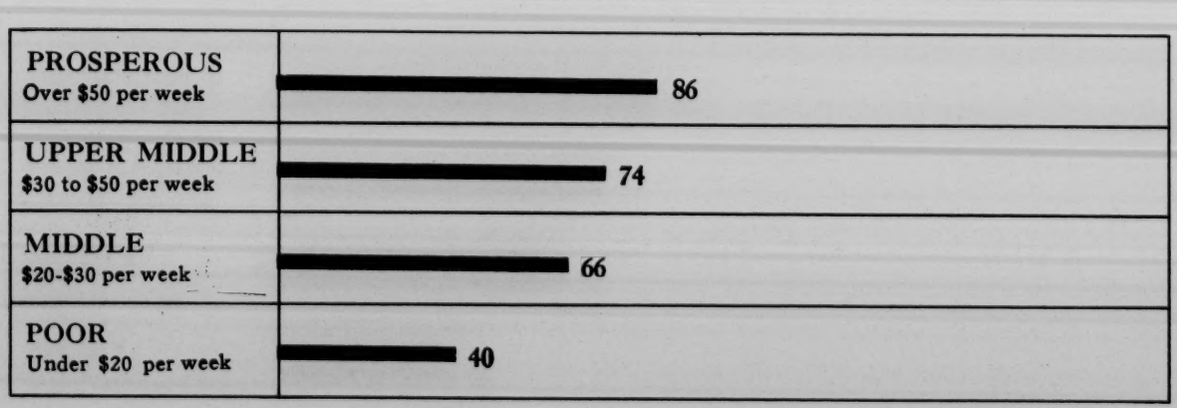
RUSSELL, Rosalind

February—April 1941

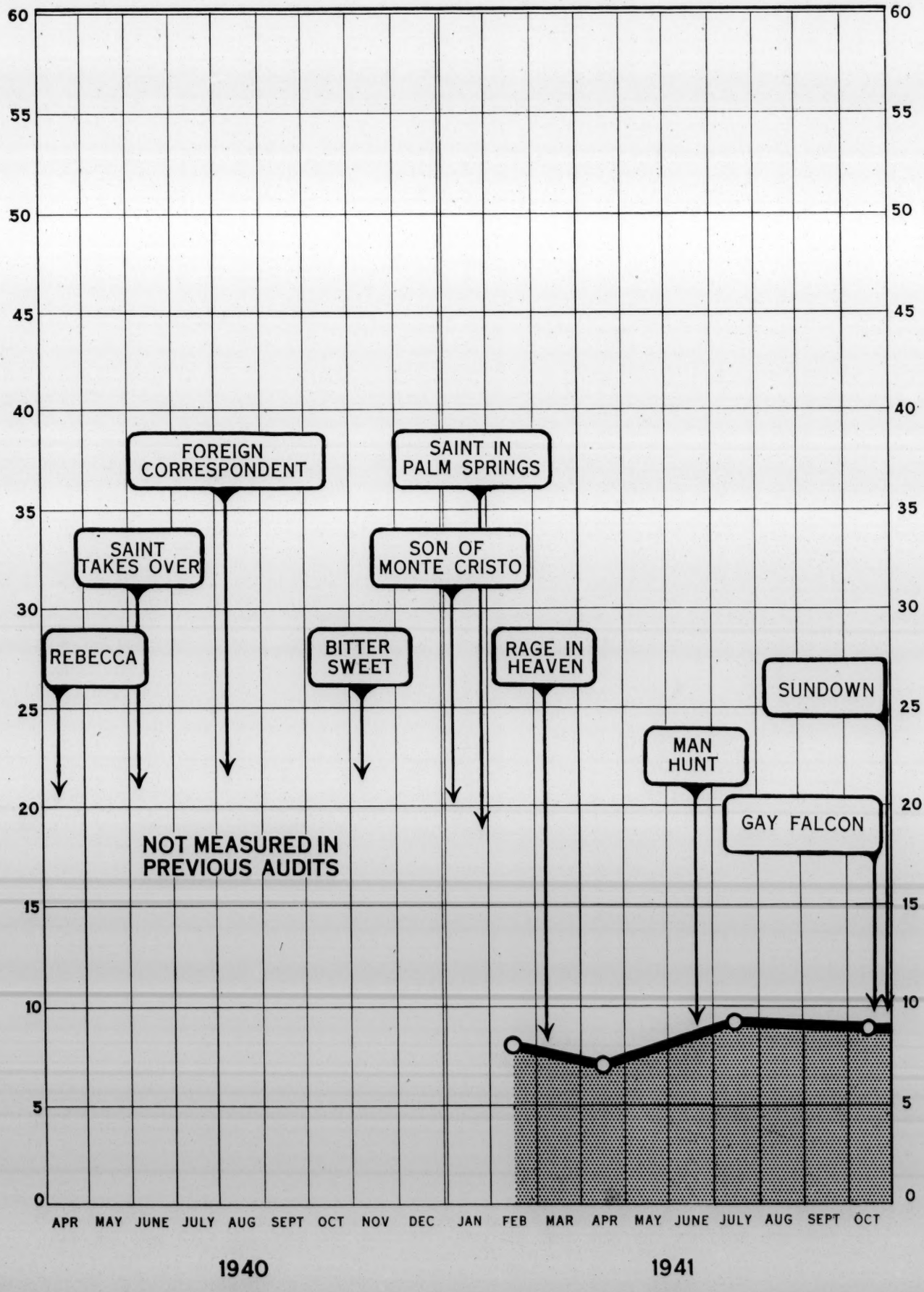








SANDERS. GEORGE
RANK. 101ST



SANDERS, George

February—April 1941

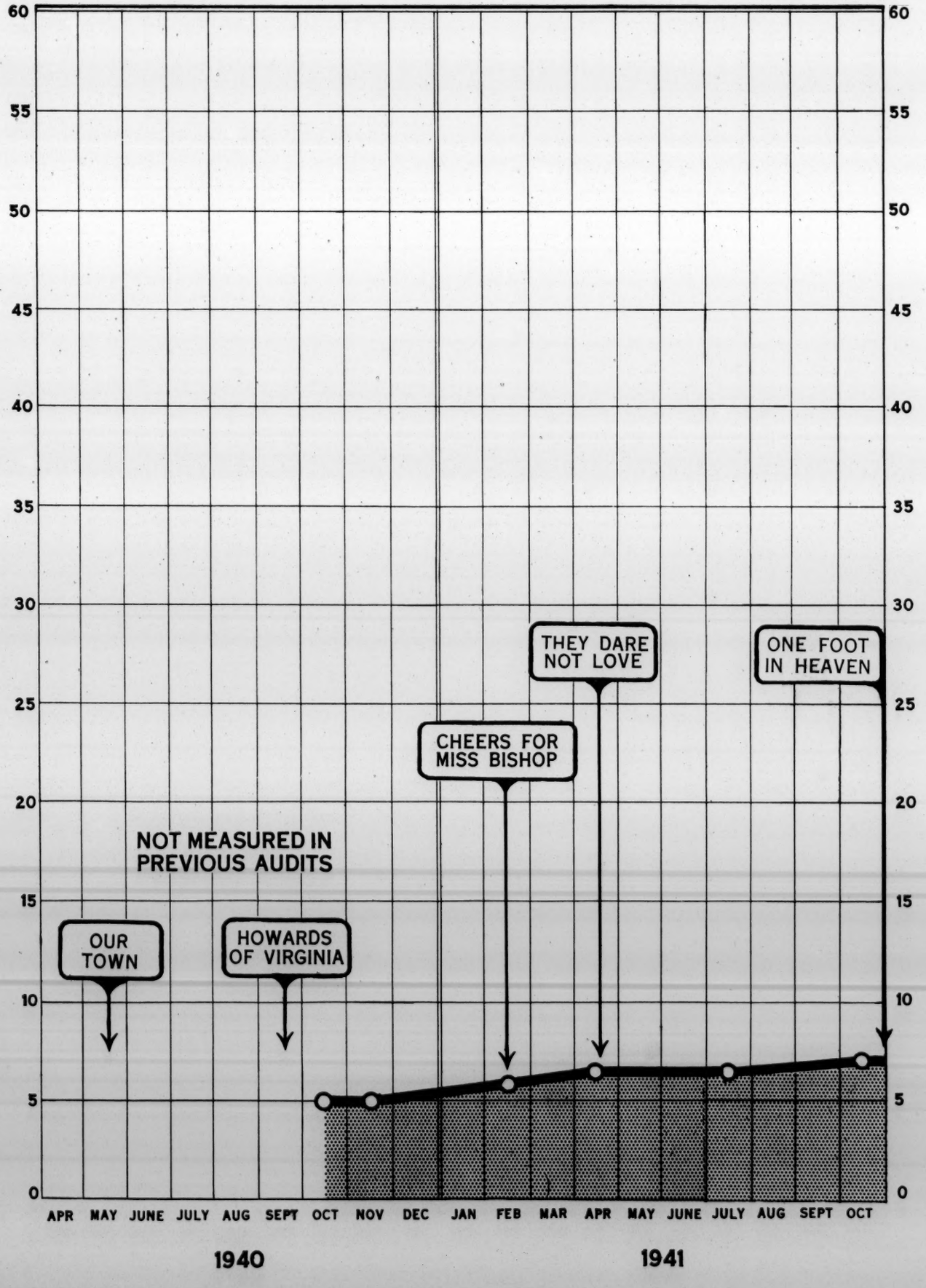
MALES	24
FEMALES	19

Boys 12-17	28
Men 18-30	34
Men 31 up	8

Girls 12-17	13
Women 18-30	20
Women 31 up	21

PROSPEROUS Over $50 per week	14
UPPER MIDDLE $30 to $50 per week	11
MIDDLE $20-$30 per week	22
POOR Under $20 per week	21

SCOTT. MARTHA
RANK. 112TH



SCOTT, Martha

February—April 1941

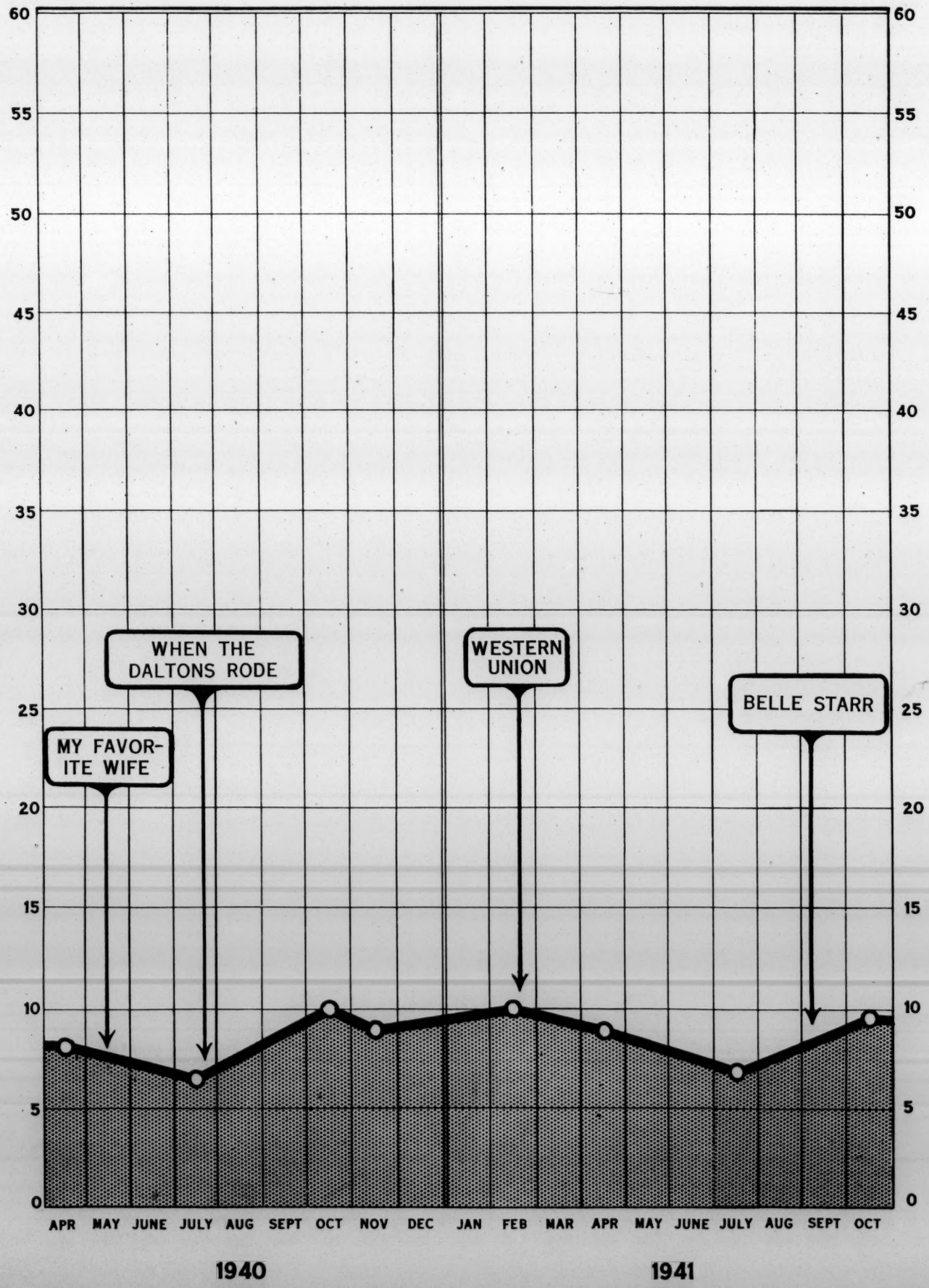
MALES	12
FEMALES	23

Boys 12-17	7
Men 18-30	14
Men 31 up	11

Girls 12-17	10
Women 18-30	24
Women 31 up	30

PROSPEROUS Over $50 per week	22
UPPER MIDDLE $30 to $50 per week	22
MIDDLE $20-$30 per week	17
POOR Under $20 per week	11

SCOTT. RANDOLPH
RANK. 96TH



SCOTT, Randolph

February—April 1941

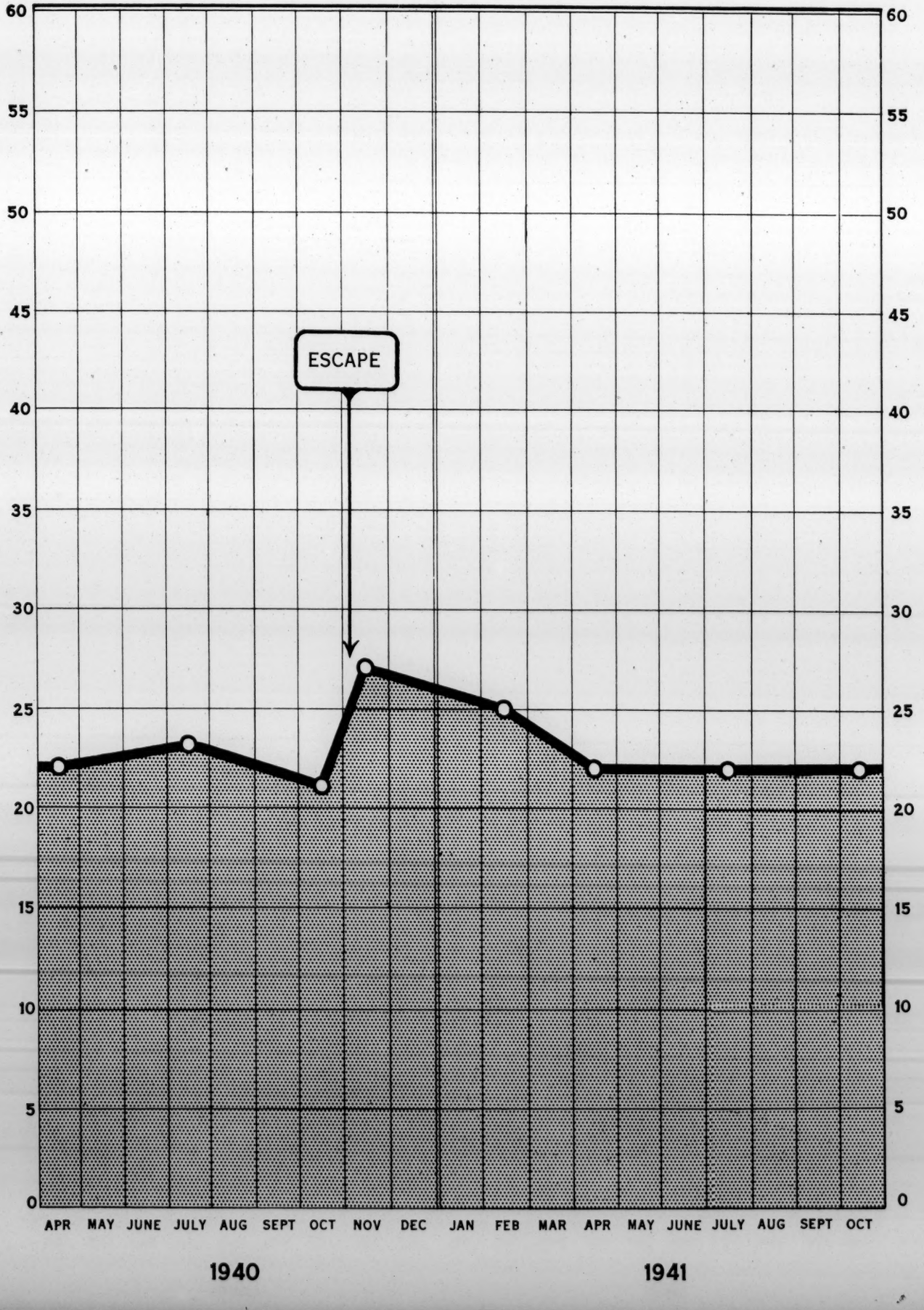
MALES	38
FEMALES	17

Boys 12-17	52
Men 18-30	35
Men 31 up	33

Girls 12-17	18
Women 18-30	18
Women 31 up	15

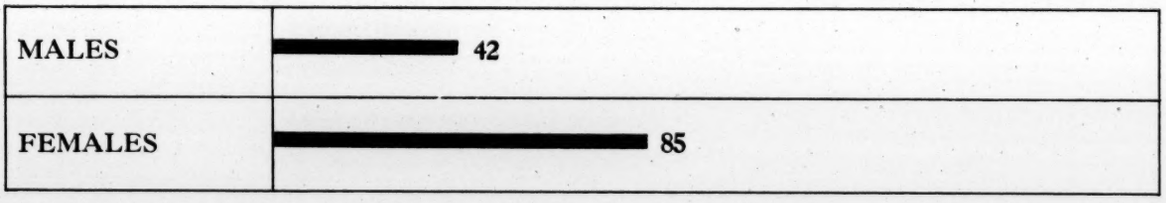
PROSPEROUS Over $50 per week	26
UPPER MIDDLE $30 to $50 per week	20
MIDDLE $20-$30 per week	29
POOR Under $20 per week	31

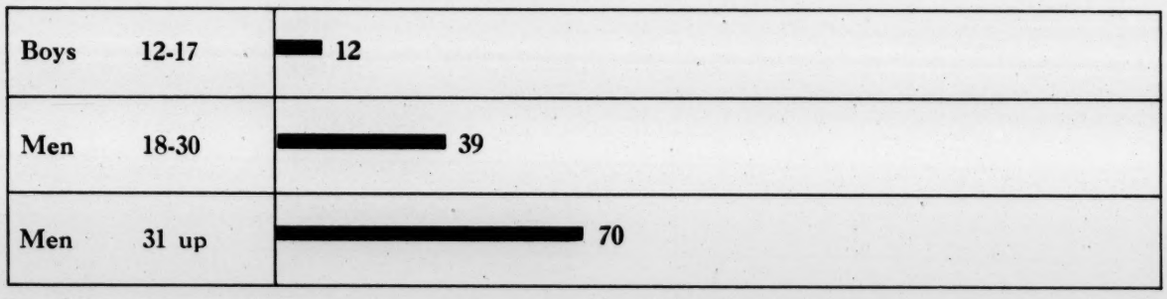
SHEARER. NORMA
RANK. 37TH

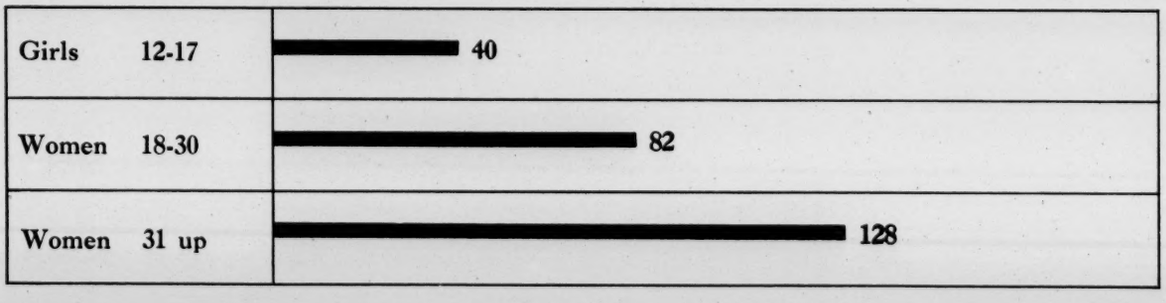


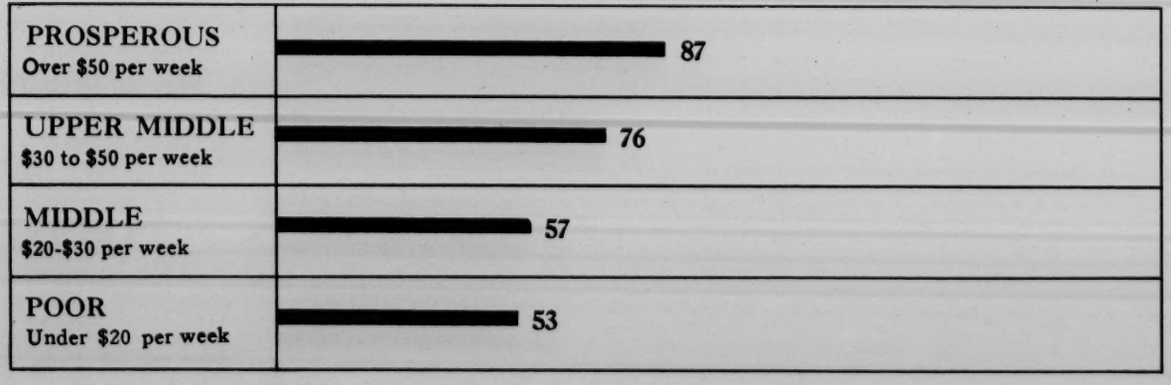
SHEARER, Norma

February—April 1941

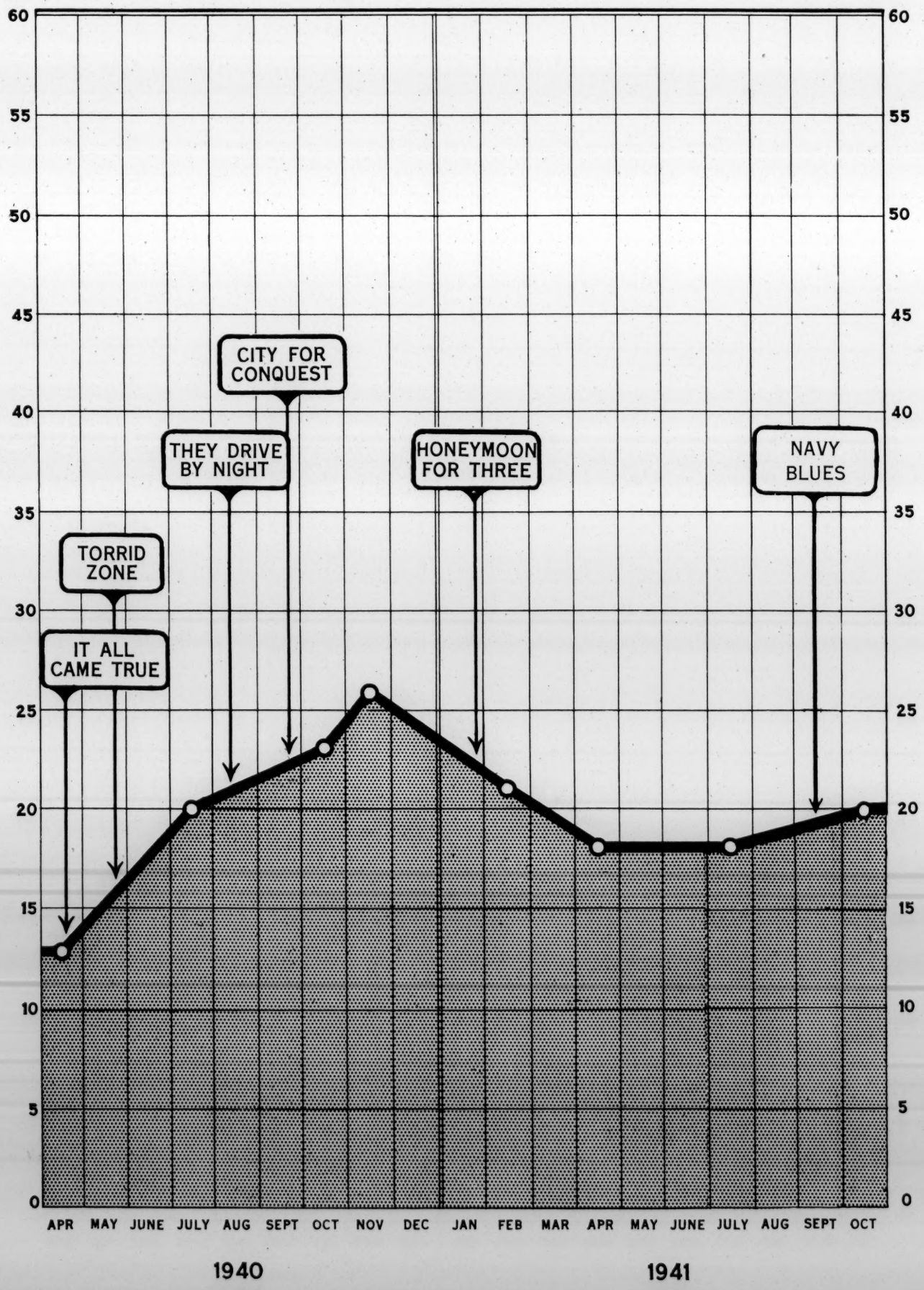








SHERIDAN. ANN
RANK. 47TH



SHERIDAN, Ann

February—April 1941

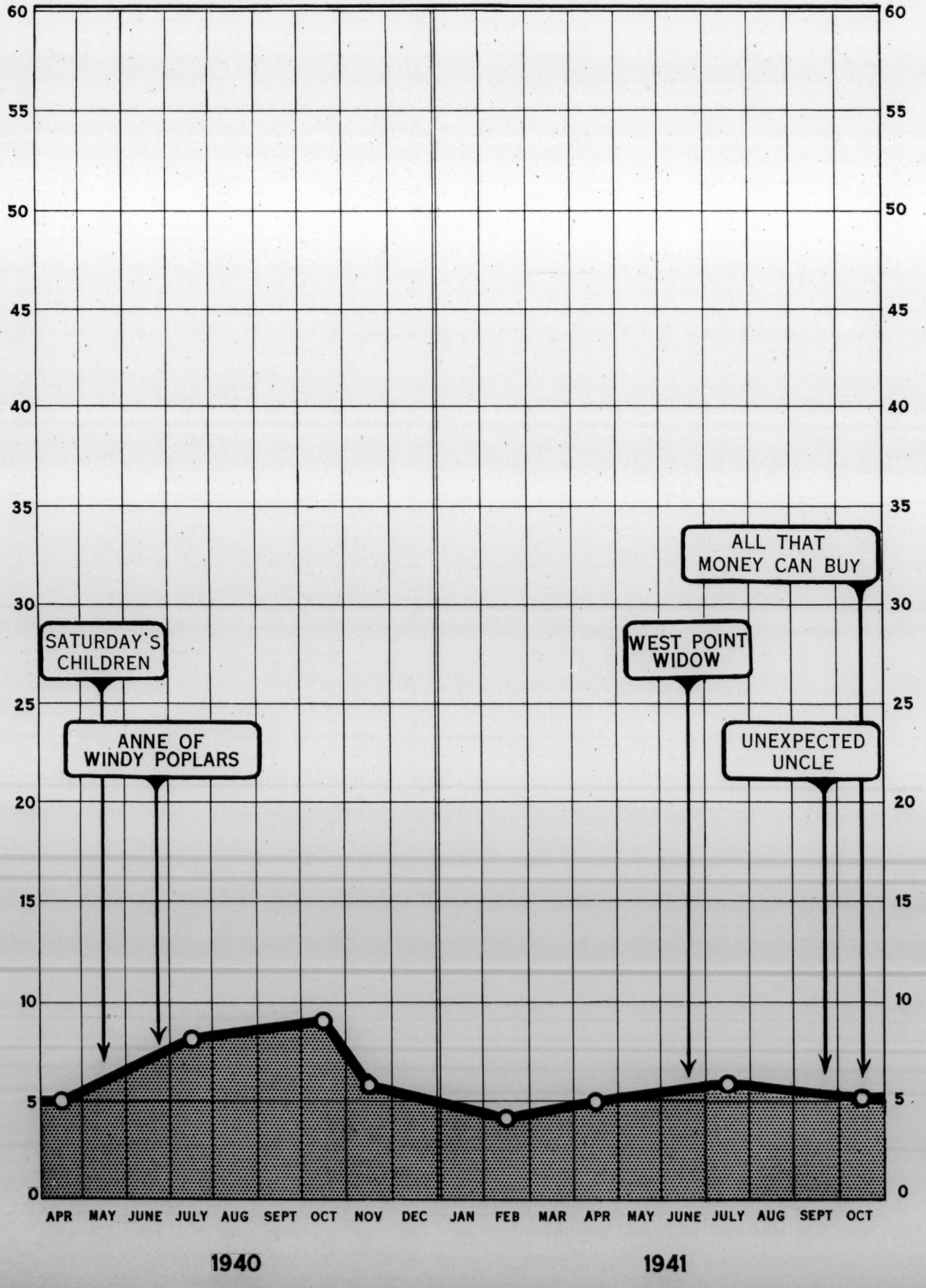
MALES	55
FEMALES	44

Boys 12-17	62
Men 18-30	54
Men 31 up	51

Girls 12-17	72
Women 18-30	47
Women 31 up	18

PROSPEROUS Over $50 per week	30
UPPER MIDDLE $30 to $50 per week	43
MIDDLE $20-$30 per week	56
POOR Under $20 per week	66

SHIRLEY, ANNE
RANK. 129TH



SHIRLEY, Anne

February—April 1941

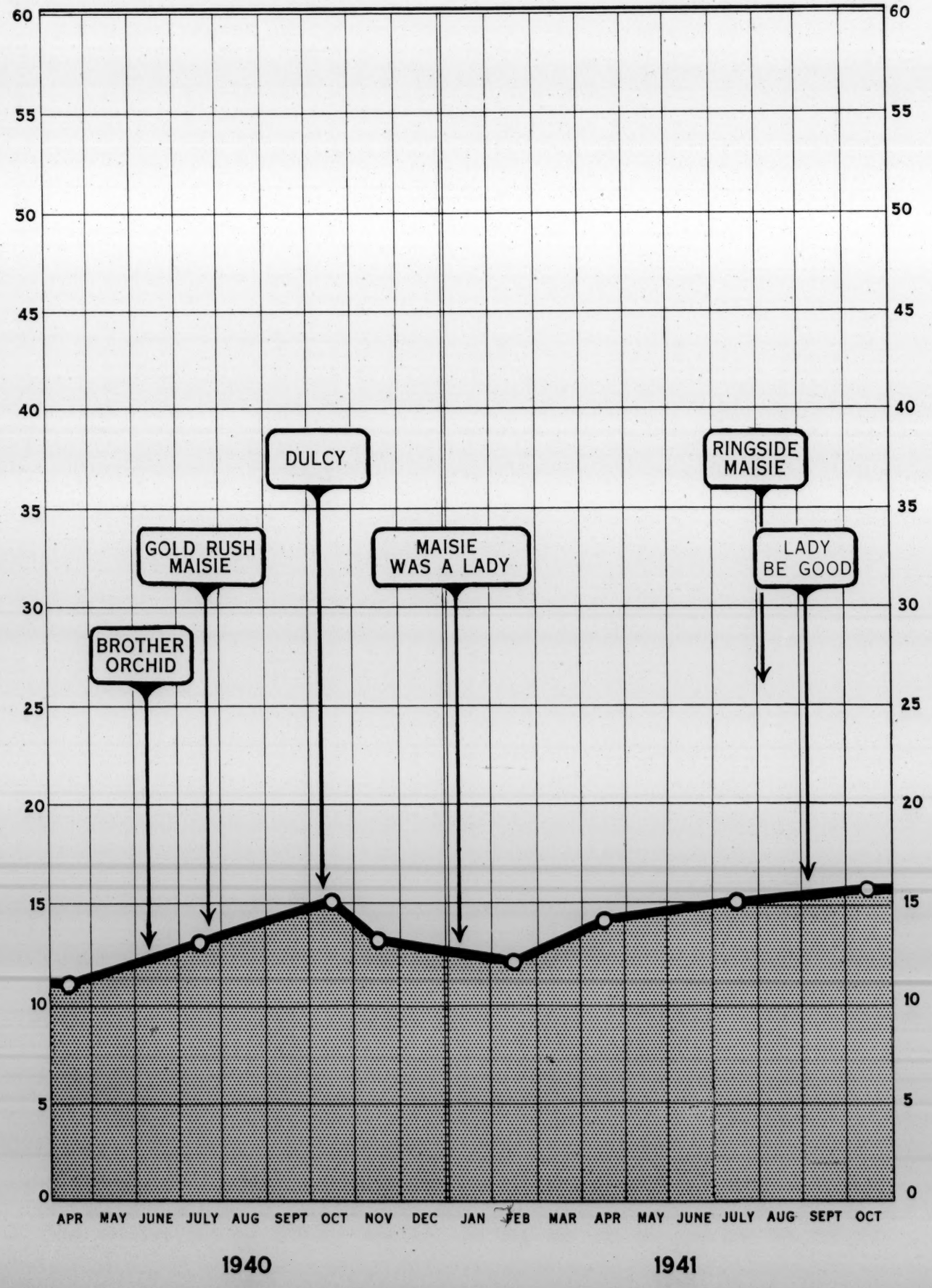
MALES	11
FEMALES	14

Boys	12-17	15
Men	18-30	11
Men	31 up	8

Girls	12-17	22
Women	18-30	13
Women	31 up	10

PROSPEROUS Over $50 per week	9
UPPER MIDDLE $30 to $50 per week	11
MIDDLE $20-$30 per week	16
POOR Under $20 per week	16

SOTHERN. ANN
RANK. 66TH



SOTHERN, Ann

February—April 1941

MALES	40
FEMALES	35

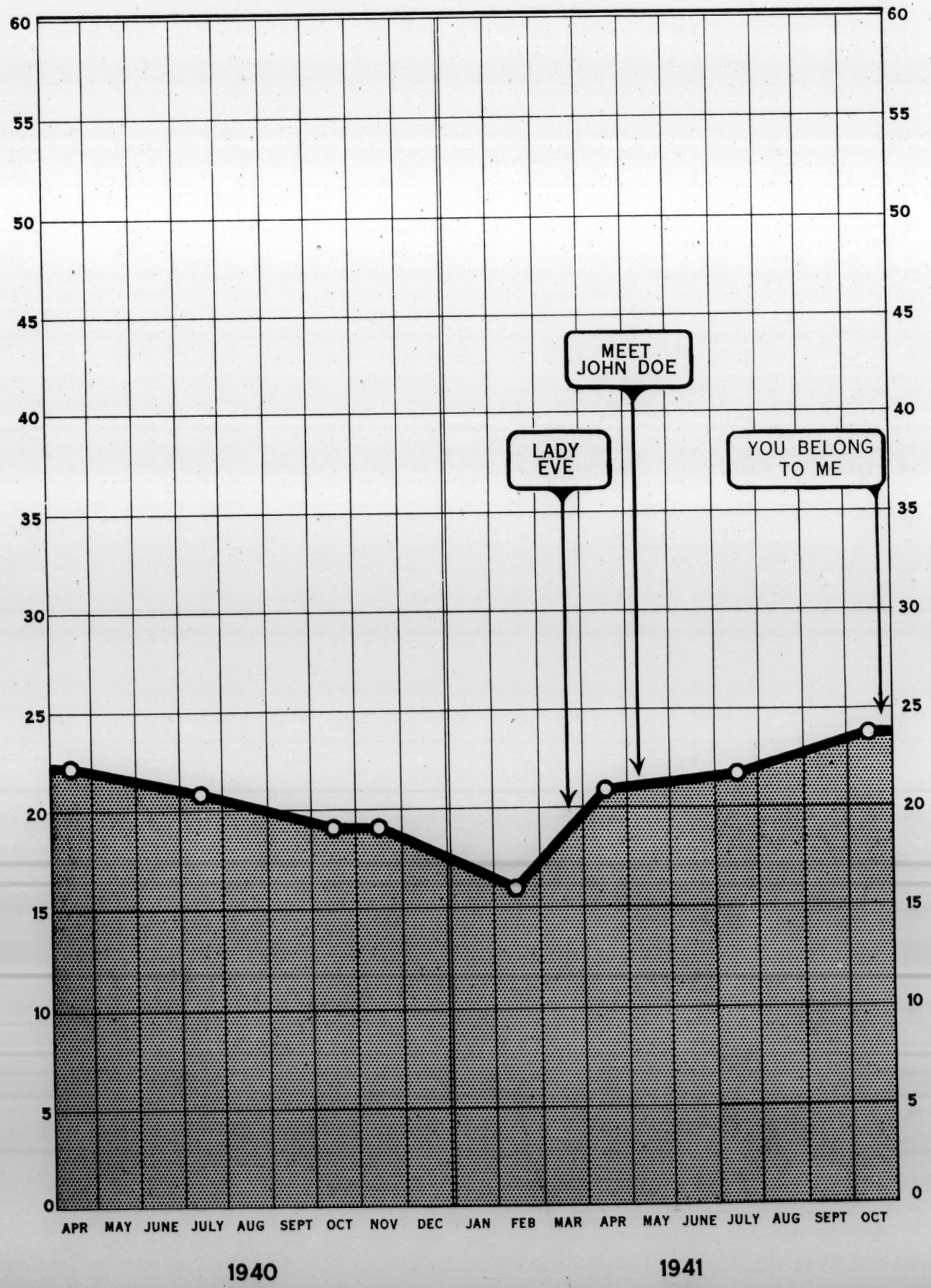
Boys 12-17	31
Men 18-30	46
Men 31 up	32

Girls 12-17	45
Women 18-30	36
Women 31 up	27

PROSPEROUS Over $50 per week	26
UPPER MIDDLE $30 to $50 per week	36
MIDDLE $20-$30 per week	41
POOR Under $20 per week	42

STANWYCK. BARBARA

RANK. 30TH



STANWYCK, Barbara

February—April 1941

MALES	34
FEMALES	68

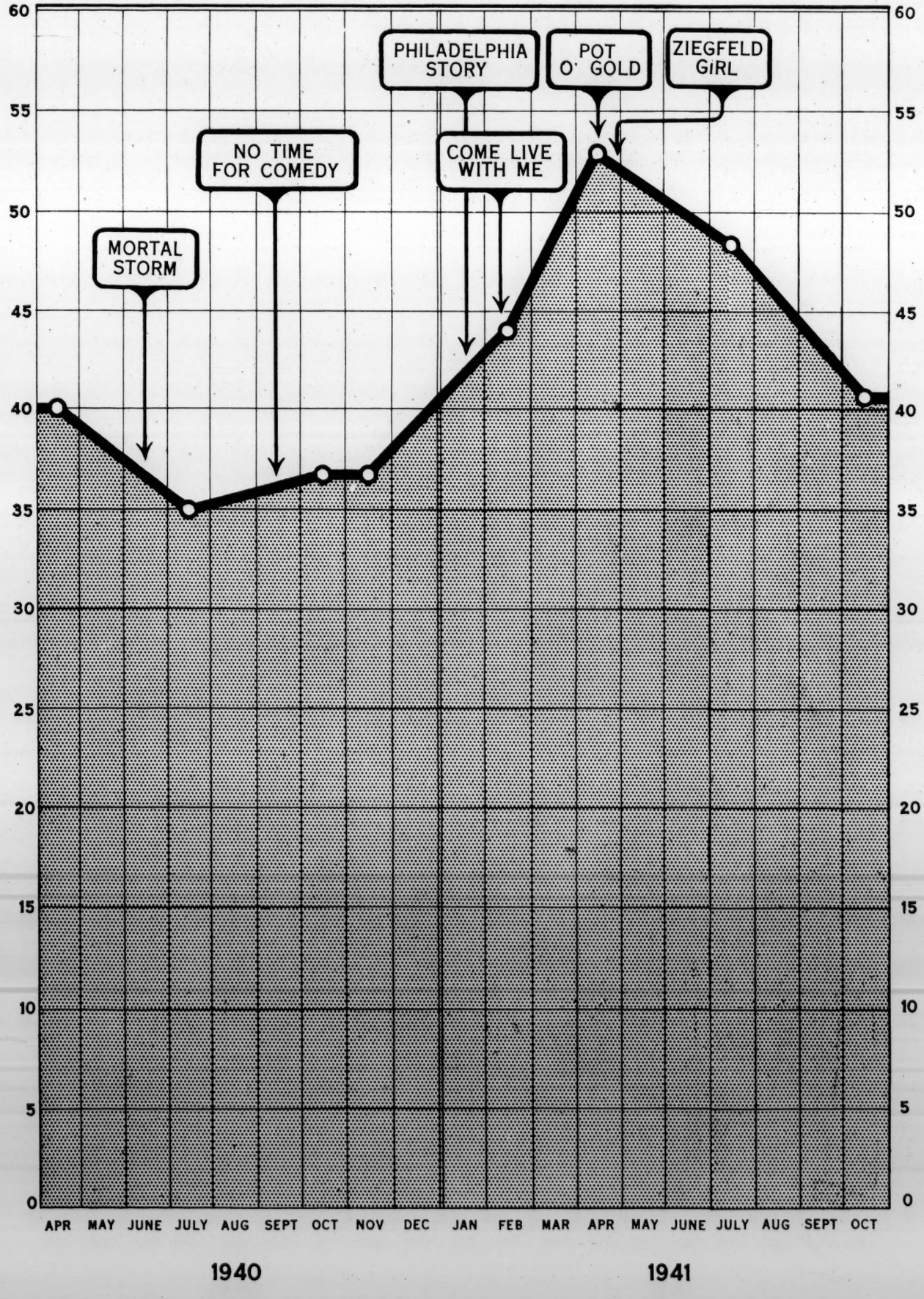
Boys 12-17	17
Men 18-30	37
Men 31 up	41

Girls 12-17	45
Women 18-30	73
Women 31 up	73

PROSPEROUS Over $50 per week	53
UPPER MIDDLE $30 to $50 per week	56
MIDDLE $20-$30 per week	57
POOR Under $20 per week	44

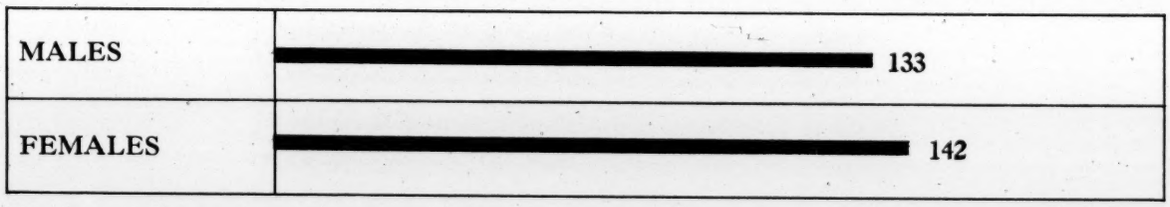
STEWART. JAMES

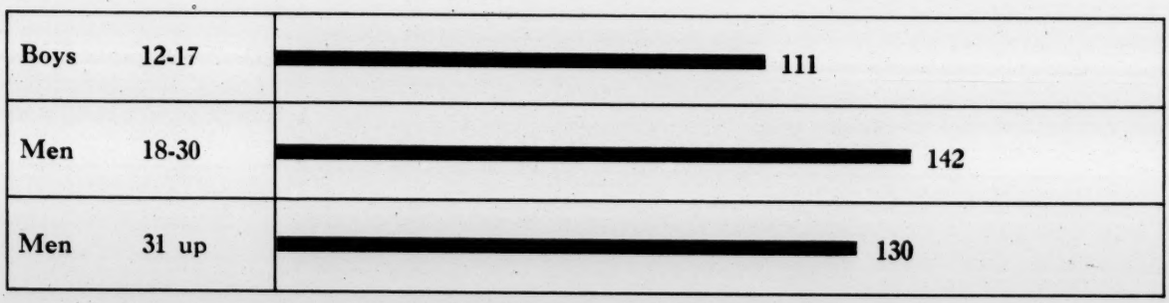
RANK. 5TH

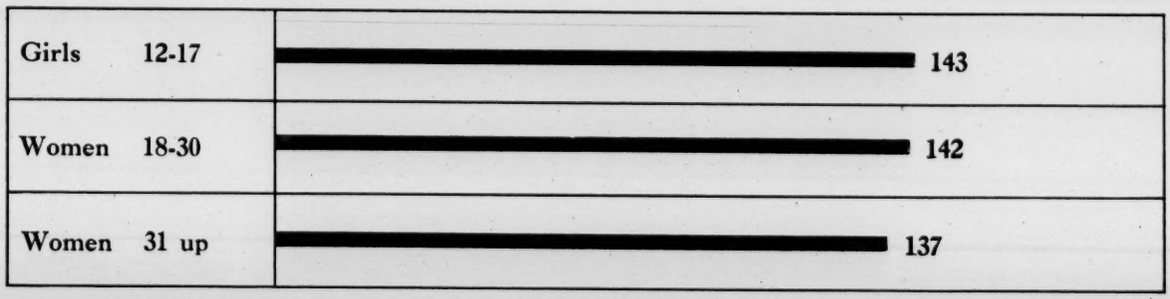


STEWART, James

February—April 1941

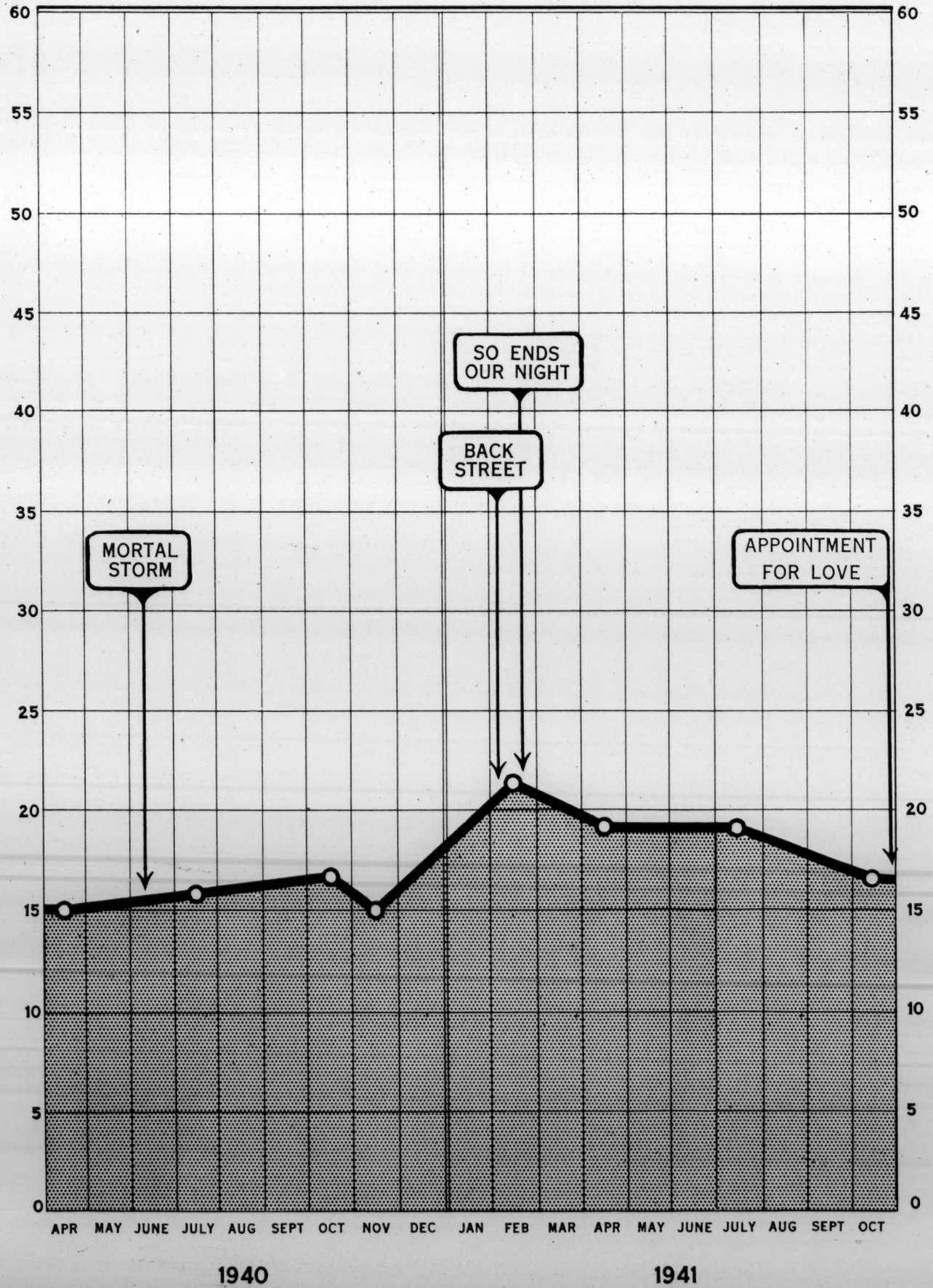






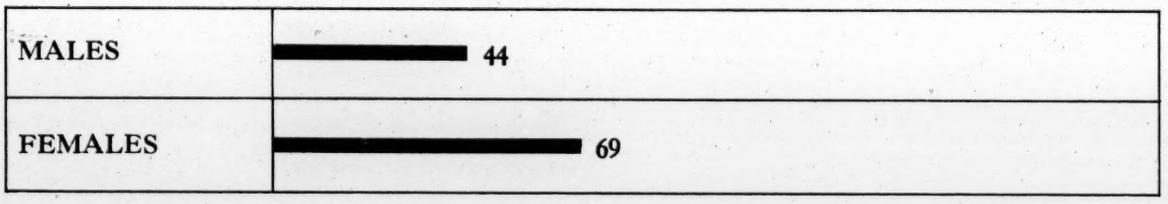
SULLAVAN. MARGARET

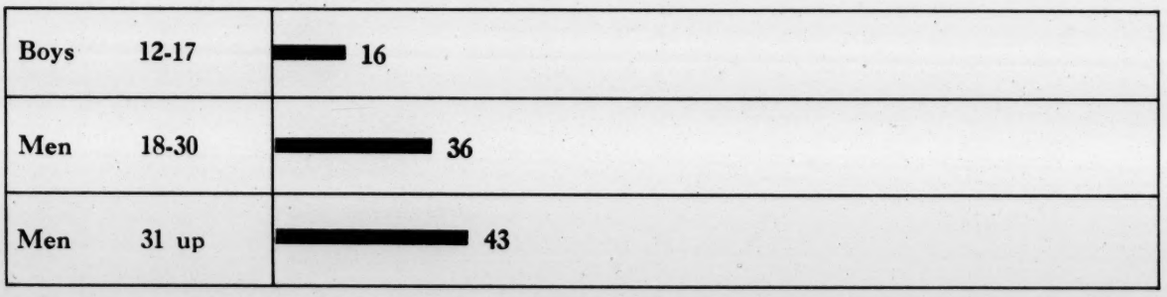
RANK. 62ND

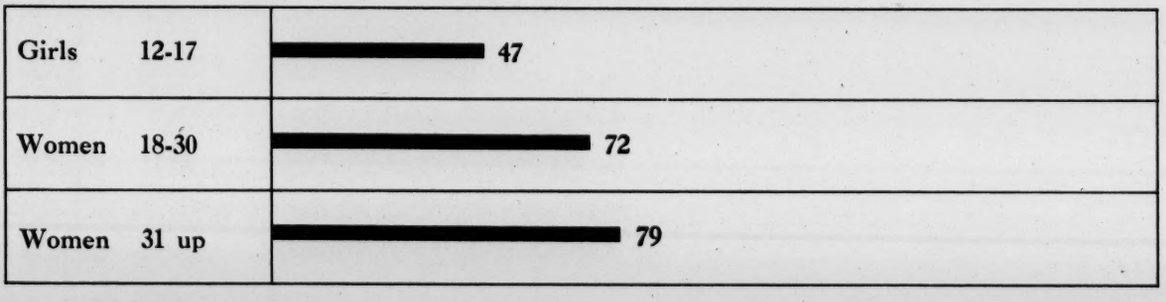


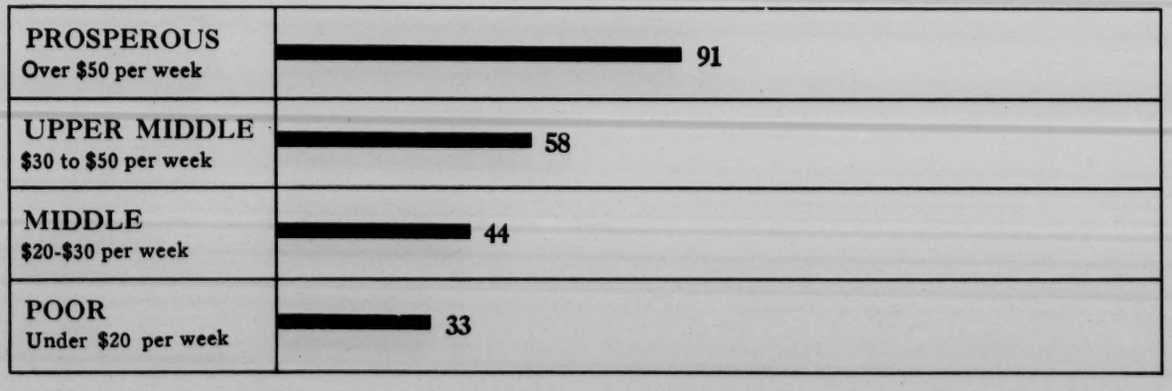
SULLAVAN, Margaret

February—April 1941

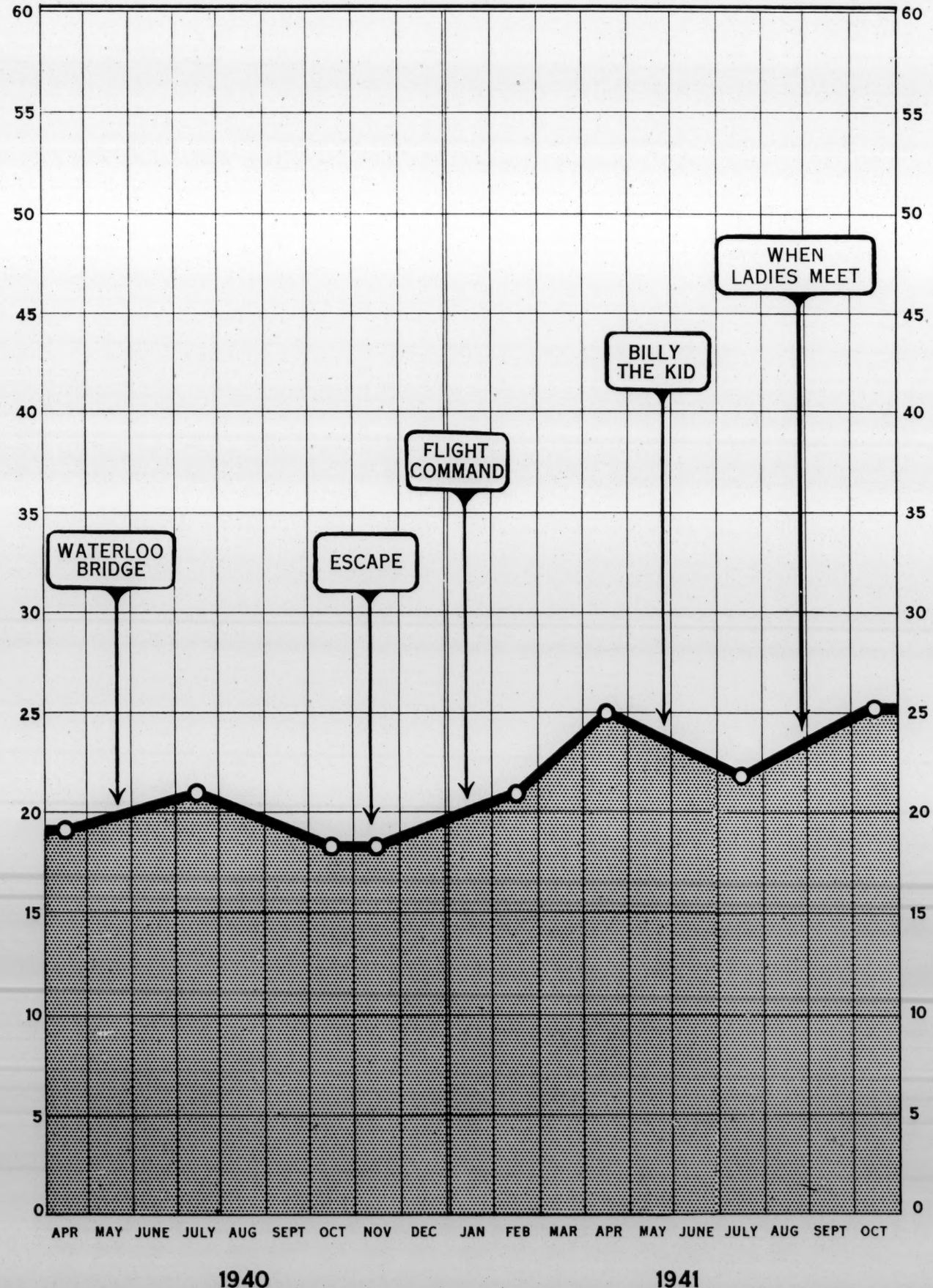








TAYLOR. ROBERT
RANK. 26TH



TAYLOR, Robert

February—April 1941

MALES	52
FEMALES	75

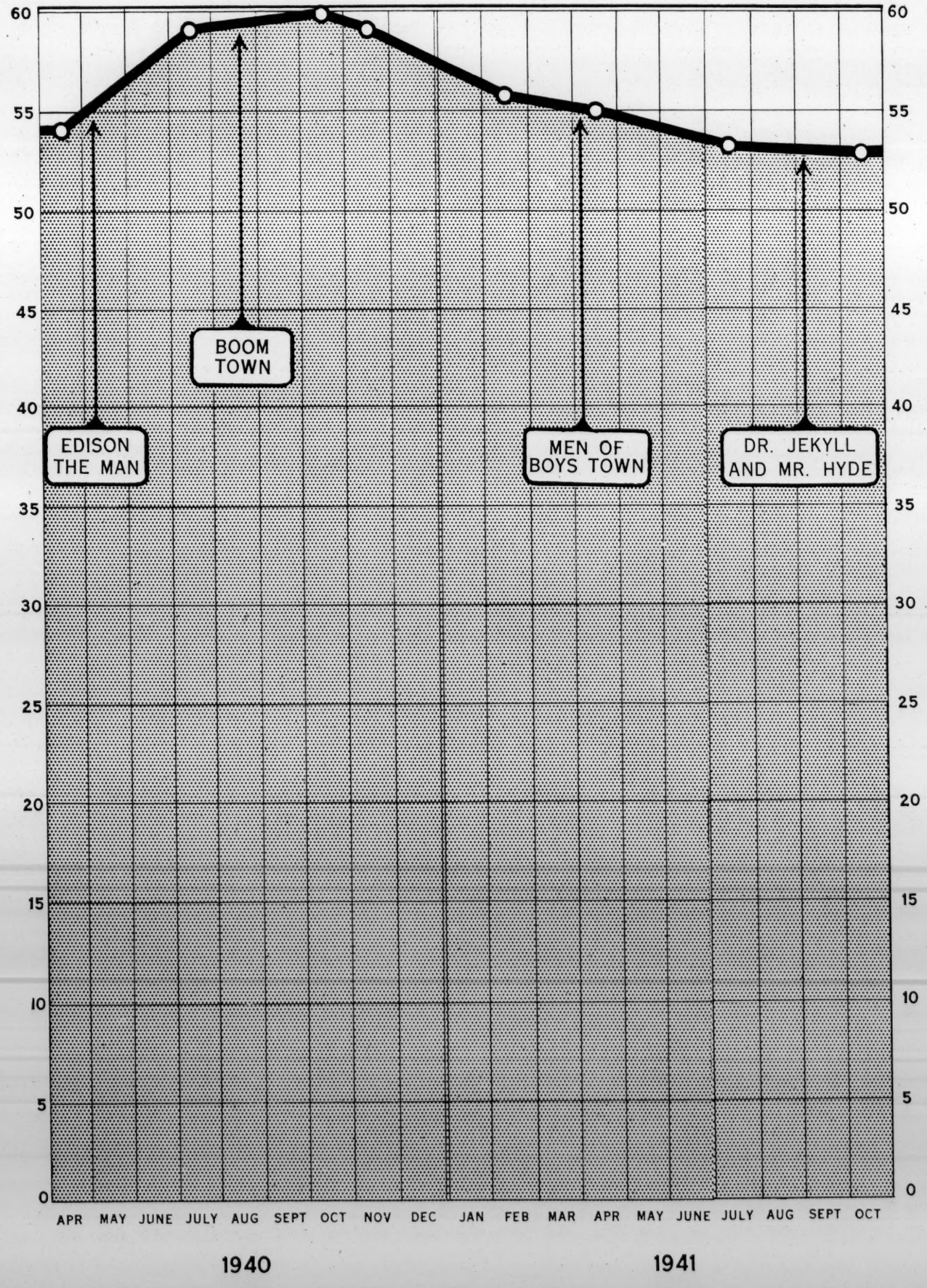
Boys 12-17	47
Men 18-30	53
Men 31 up	55

Girls 12-17	85
Women 18-30	70
Women 31 up	78

PROSPEROUS Over $50 per week	61
UPPER MIDDLE $30 to $50 per week	64
MIDDLE $20-$30 per week	67
POOR Under $20 per week	69

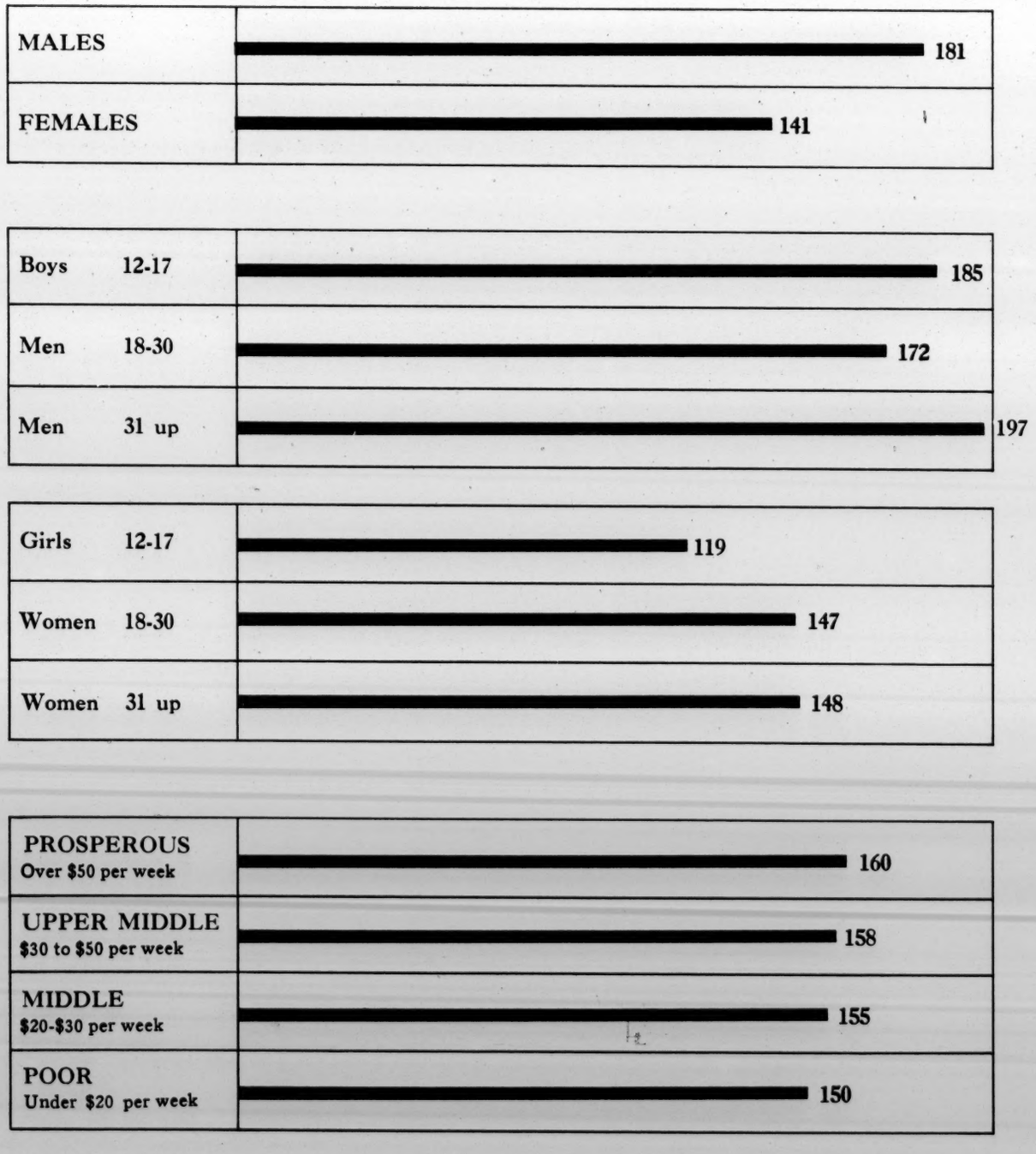
TRACY. SPENCER

RANK, 1ST



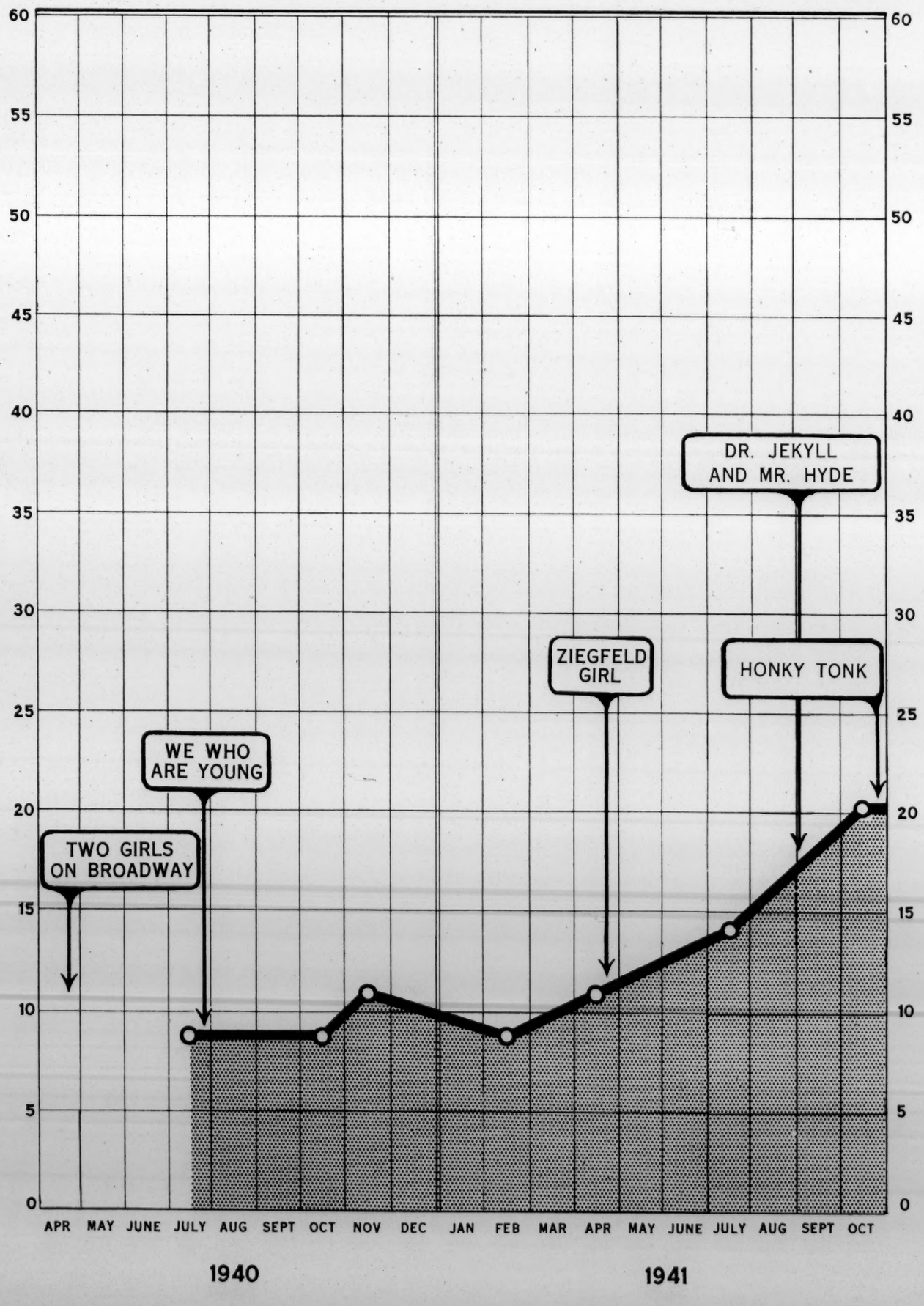
TRACY, Spencer

February—April 1941



TURNER. LANA

RANK. 45TH



TURNER, Lana

February—April 1941

MALES	33
FEMALES	25

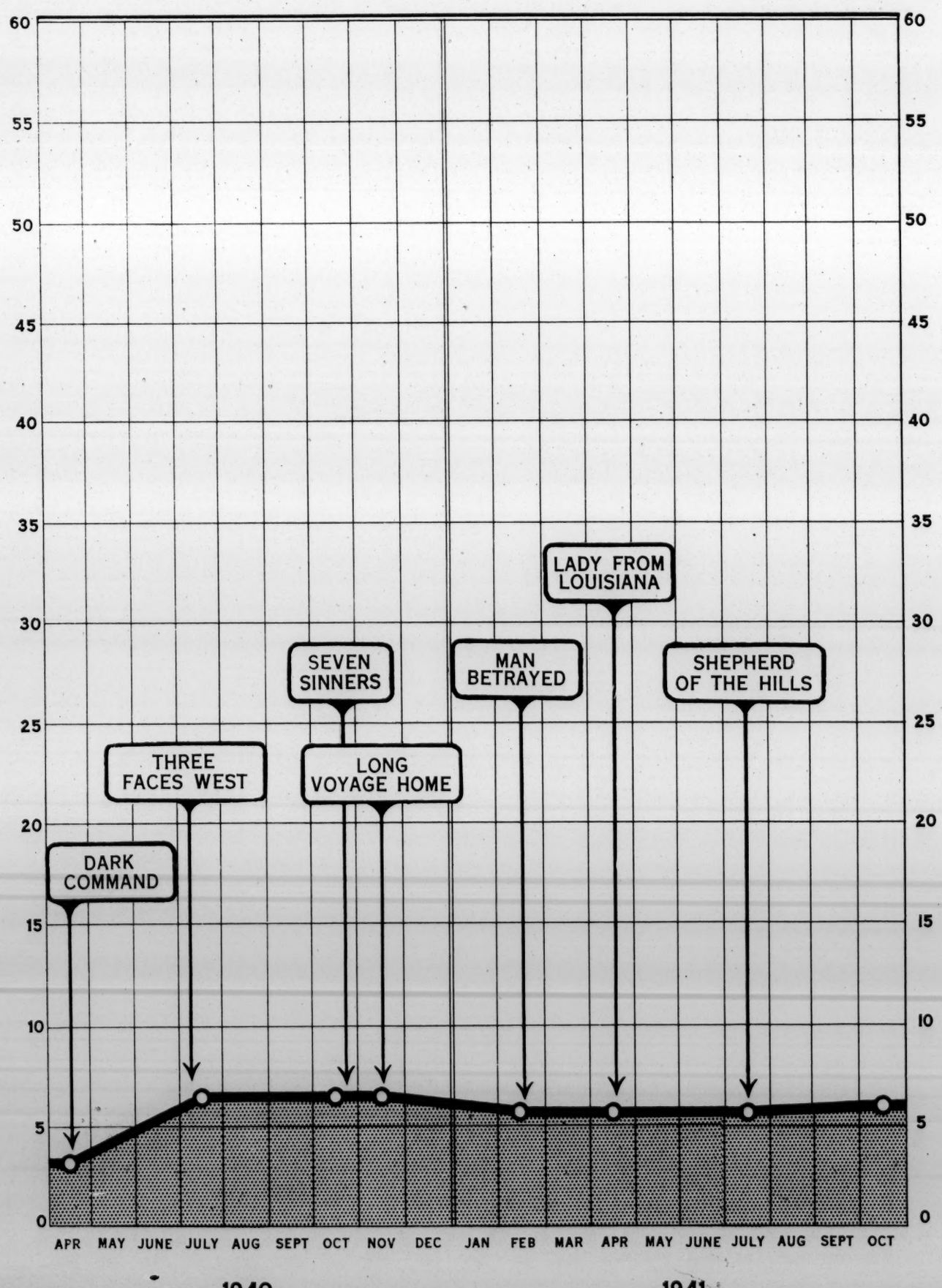
Boys 12-17	36
Men 18-30	44
Men 31 up	10

Girls 12-17	49
Women 18-30	23
Women 31 up	12

PROSPEROUS Over $50 per week	23
UPPER MIDDLE $30 to $50 per week	26
MIDDLE $20-$30 per week	37
POOR Under $20 per week	23

WAYNE. JOHN

RANK. 123RD



WAYNE, John

February—April 1941

MALES	27
FEMALES	11

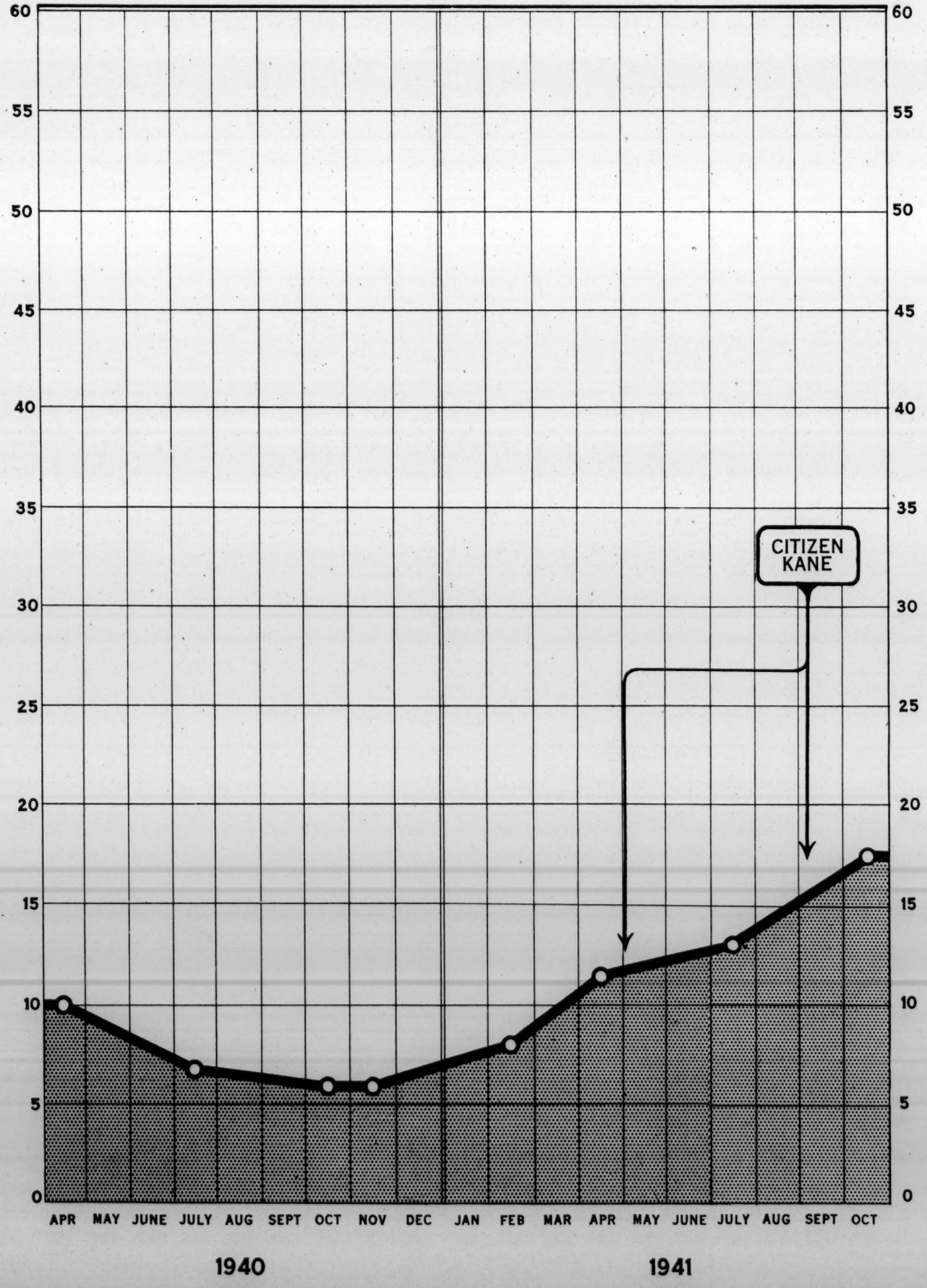
Boys 12-17	45
Men 18-30	24
Men 31 up	23

Girls 12-17	20
Women 18-30	10
Women 31 up	5

PROSPEROUS Over $50 per week	12
UPPER MIDDLE $30 to $50 per week	13
MIDDLE $20-$30 per week	21
POOR Under $20 per week	22

WELLES. ORSON

RANK. 57TH



WELLES, Orson

February—April 1941

MALES	38
FEMALES	26

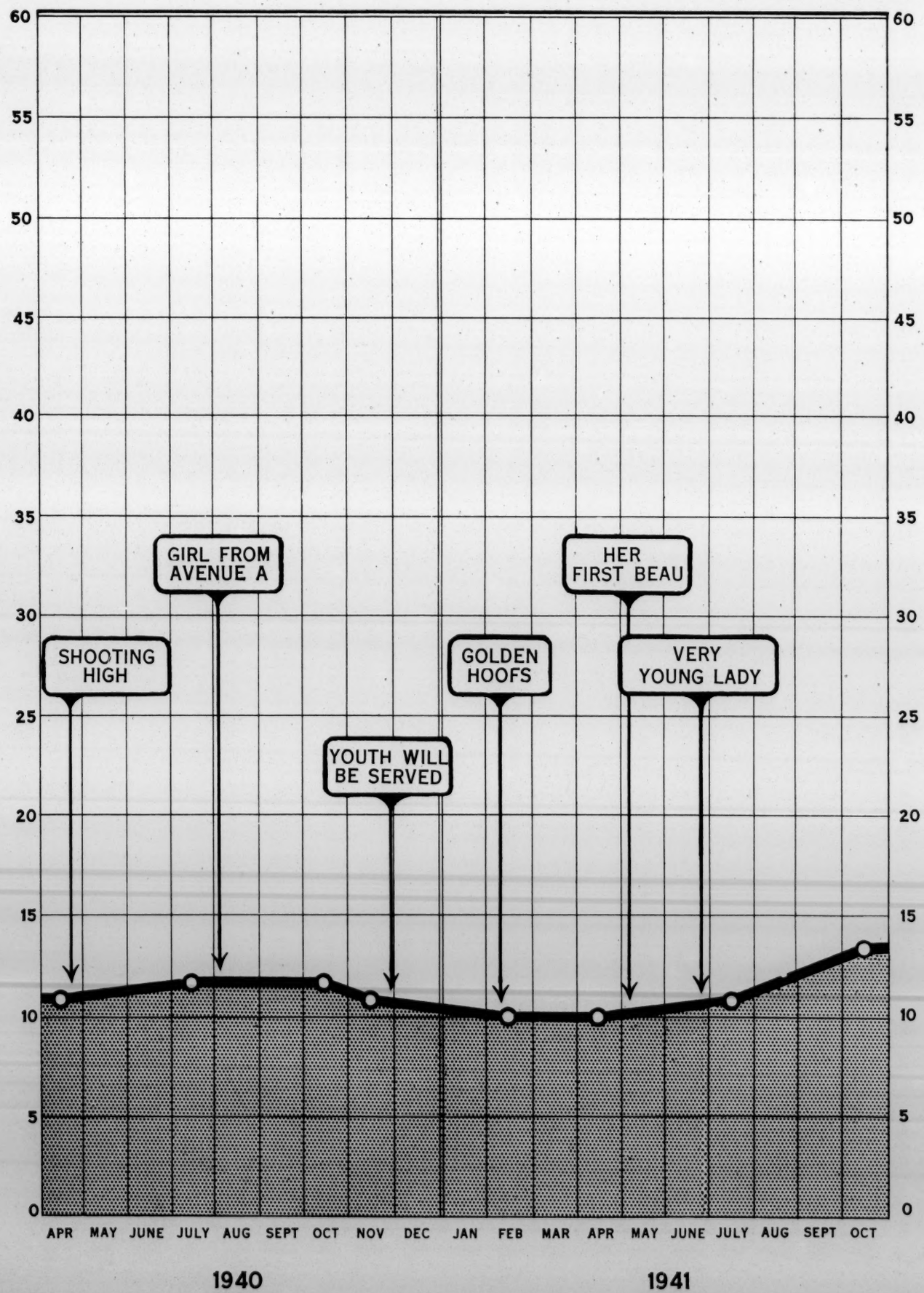
Boys 12-17	34
Men 18-30	41
Men 31 up	36

Girls 12-17	26
Women 18-30	27
Women 31 up	25

PROSPEROUS Over $50 per week	56
UPPER MIDDLE $30 to $50 per week	32
MIDDLE $20-$30 per week	24
POOR Under $20 per week	16

WITHERS. JANE

RANK. 72ND



WITHERS, Jane

February—April 1941

MALES	21
FEMALES	33

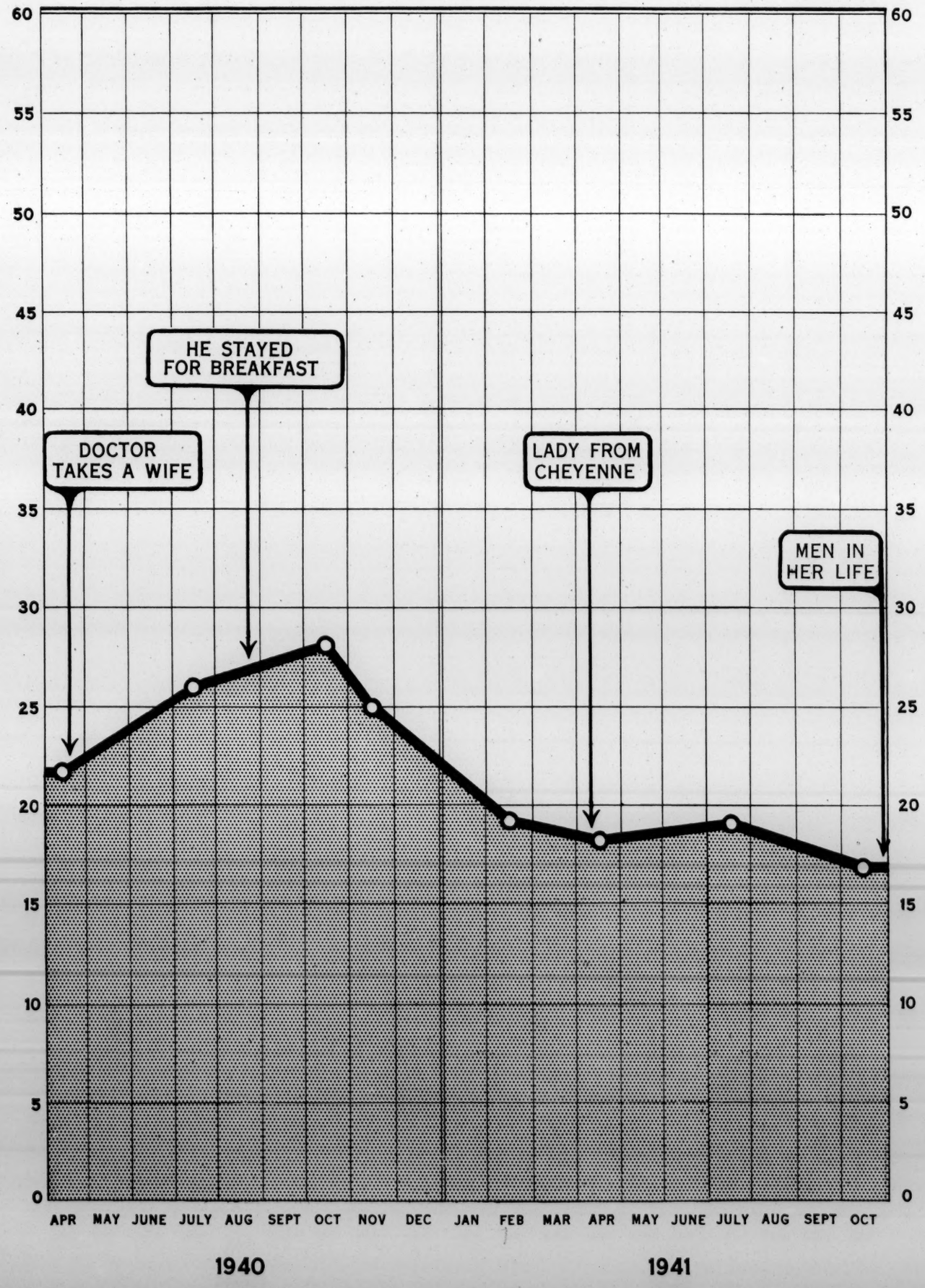
Boys 12-17	45
Men 18-30	15
Men 31 up	14

Girls 12-17	64
Women 18-30	24
Women 31 up	27

PROSPEROUS Over $50 per week	14
UPPER MIDDLE $30 to $50 per week	19
MIDDLE $20-$30 per week	35
POOR Under $20 per week	44

YOUNG. LORETTA

RANK. 59TH



YOUNG, Loretta

February—April 1941

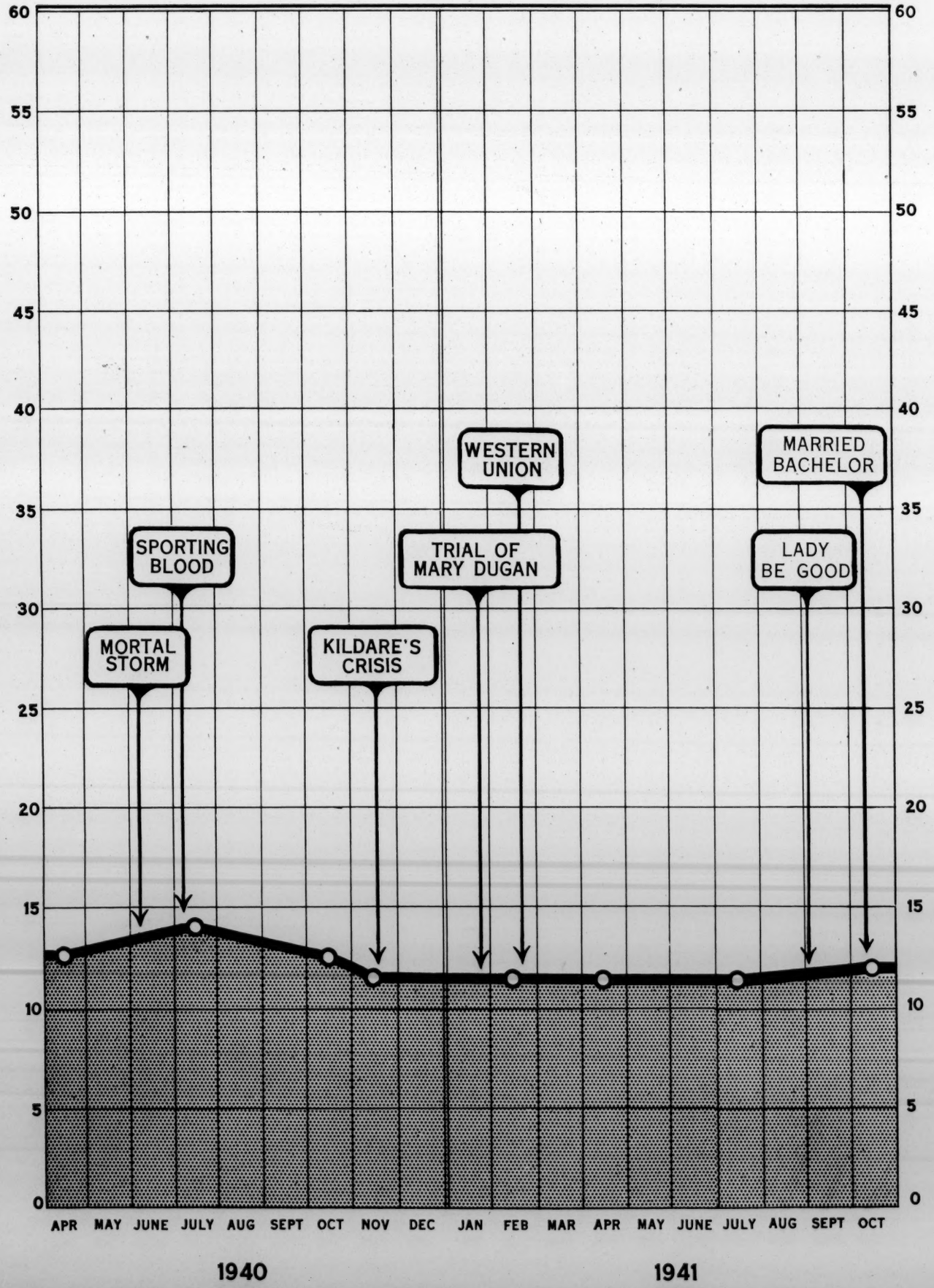
MALES	30
FEMALES	66

Boys 12-17	21
Men 18-30	27
Men 31 up	43

Girls 12-17	51
Women 18-30	72
Women 31 up	66

PROSPEROUS Over $50 per week	57
UPPER MIDDLE $30 to $50 per week	51
MIDDLE $20-$30 per week	53
POOR Under $20 per week	39

YOUNG. ROBERT
RANK. 79TH



YOUNG, Robert

February—April 1941

MALES	37
FEMALES	33

Boys 12-17	47
Men 18-30	33
Men 31 up	39

Girls 12-17	40
Women 18-30	29
Women 31 up	35

PROSPEROUS Over $50 per week	31
UPPER MIDDLE $30 to $50 per week	36
MIDDLE $20-$30 per week	28
POOR Under $20 per week	45